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Western Edition

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U. S. DEPARTMENT OF AGRICULTURE

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

January 3, 1947

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U. S. Department of Agriculture  
Radio Service

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U. S. Department of Agriculture  
821 Market St., San Francisco, Calif.

## U.S. INCREASES IMPORTS OF FATS AND OILS

For the first time since 1942, there will be a period during which our imports of fats and oils will be greater than our export. USDA has just announced that during the first quarter of 1947, 240 million pounds of fats and oils are scheduled for import and 138 million pounds for export. This is on the basis of the International Emergency Food Council recommendations for international distribution of fats and oils for this period.

Exports will consist principally of lard, soybean oil, shortening, margarine and soap, together with relatively small quantities of other fat and oil commodities. Imports will be principally copra (for crushing into coconut oil), linseed oil, castor beans and oil, and smaller quantities of tung, rapeseed and other oils.

### Palm Oil Used By Tin Plate Manufacturers

Palm oil, which is very important to us commercially, is not covered by the I.E.F.C. first quarter recommendations. The Department of Agriculture contemplates negotiating with Belgium for about 65 million pounds of this oil, in exchange for a like amount of domestic oils. Palm oil is used by the makers of tin plate for cans for packing food and other commodities, and has no substitute in commercial practice.

It is expected that this country's need for imported fats and oils will be much greater during the first half of 1947. During the latter half of the year, however, increased oil crops should provide more liberal supplies for export.

## PEAR PRESCRIPTION

You should be seeing pears a-plenty in your markets these days... for there's one of the largest crops of winter pears we've ever had. A good quantity of the fine-flavored Bosc pears are still around, and there are lots of the luscious Comice and Anjous...all three varieties delectable for eating out of hand, or for cooking.

### Pear Portraits

If you'd like to tell your listeners how to distinguish one member of the pear family from another, here are a few words of description from the fruit specialists of the U.S. Department of Agriculture. The Bosc (BOSK) is that long, tapering pear with a yellowish or cinnamon brown coat. The Anjou (pronounced as spelled) is round and rather squat in shape, usually green of skin, with a short, thick stem. The flesh is juicy and sweet, with a spicy aroma. The Comice (KO-MEES) is larger than the Anjou, as a rule; it's almost heart-shaped, with a yellow-green skin,

(Continued on next page)



marked in russet. The flesh is soft, juicy and fine-grained...almost buttery in texture. In fact, it's often eaten with a spoon. The Comice is the luxury pear so often packed in Christmas gift boxes.

### How to Cook a Pear

The simplest method of cooking pears is to wash them, cut them in half, core and place them in a baking dish. Sprinkle with sugar and a little salt...or use brown sugar or honey for sweetening....dot with butter or cooking fat, add very little water, cover the dish and bake them in a moderate oven (350F.). As soon as the fruit is soft, remove the cover so that the sirup will cook down. Serve hot or cold, with or without cream. And by the way, stick cinnamon or other spices may be added...or red cinnamon candies cooked in the sirup to give both a rosy blush and a spicy flavor.

Then there's the alliance of pears and sweet potatoes, which is very successful, according to USDA's food specialists. You've doubtless prepared sweetpotatoes with apples, scalloping alternate layers of the two in a greased baking dish. Well for variety do it with sliced fresh pears in place of apples. With the pears use brown sugar instead of granulated for extra flavor. Top with crumbs and bake from 20 to 30 minutes. This time is for cooked sweets, of course. Sliced raw sweetpotatoes may be used in this recipe, but will need to bake a little longer.

Another delicious dessert is a fruit betty....everybody knows about apple betty, and there's no reason why pears can't substitute for apples. You might suggest to your listeners that they do a bit of experimenting with pears...try them in a pie, or an upside-down cake, a cobbler or a dumpling. It should be fun to create some new desserts using winter pears and a little imagination.

### Winter Pears Fresh

Don't overlook pears as a pleasant addition to the winter fruit bowl...or diced in a fruit cup...or used as a salad, probably with cream cheese or grated Cheddar cheese.

### Judging Ripeness

For cooked desserts, slightly underripe pears may be used, but for salads and eating out of the hand, they should be fully ripe. The only way to judge ripeness is to feel the pear gently, and to press it lightly at the stem end. If it yields, it's usually ripe. If pears are underripe, they should be held at room temperature until they respond to the touch test. They shouldn't be kept in the refrigerator until they're ripe.

## ROOT OF VITAMIN A

With carrots crowding the grocers' bins, there's no excuse for meals lean in vitamin A. Carrots, you recall, are rich in carotene which is converted into vitamin A by the body.

Texas, California, Arizona, Florida and Louisiana are the five states producing the winter crop of bunched carrots, and they have more to sell this year than last. There are also more of the topped carrots in storage than a year ago. These are held in volume in Michigan, Wisconsin, New York and Pennsylvania. The topped carrots (those sold in bulk with the greens removed) are cheaper than the bunched variety and as far as vitamin A is concerned, little has been lost in storage.

## CARROT AND ONION RECIPES

Either carrots or onions can stand alone, but they make a mighty attractive team when they're combined...either cooked or raw. In view of the plentiful supplies of both, you might pass along to your listeners some of the interesting ways of using them, suggested by food specialists of USDA.

### Carrot - Vegetable-of-all-Trades

The carrot is part and parcel of stews, pot roasts, soups and chowders...of vegetable and nut loaves, of sandwiches and salads.

You probably hardly need to give anybody directions for plain-cooked carrots...unless you remind them that they should be cooked quickly, in just enough water to prevent sticking, and served in their own juice. The easiest way to serve carrots is to add salt and pepper to taste and a little meat drippings, or melted fat, just before serving them. Some like a little milk added at the last moment. To give a "lift", a bit of chopped onion can be added, or green onion tops, green pepper, parsley or chives. And a little vinegar or a squeeze or two of lemon juice adds a pleasantly sour note to the seasoning.

### Panned Carrots

For variety, carrots can be sliced thin, placed in a frying pan with a little melted fat, covered and cooked slowly until tender. Season them with salt and pepper. Sliced onions can be combined with the carrots when they're cooked this way.

### Carrot Scallop

Arrange three cups of sliced cooked carrots in a baking dish. Pour over them 2 cups of thin white sauce. Sprinkle with a mixture of bread crumbs and grated cheese, if desired. Bake in a moderately hot oven (375 F.) 20 minutes or until browned.

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The One and Only Onion

There's nothing quite like the onion...it's more than a vegetable... it's really an almost necessary seasoning for many dishes...meats, soups, salads, vegetables...practically anything except desserts!

The general rules for cooking carrots apply to onions too...and many people think there's nothing better than a boiled onion served with melted butter or drippings. They lend themselves to more elaborate service of course...onions can be stuffed and baked, they can be creamed, fried, made into soup, scalloped, or cooked with another vegetable, such as carrots or tomatoes.

Scalloped Onions and Peanuts

Here's an interesting and delicious way of serving onions...a dish that could be the main course at luncheon or a simple supper. It combines two foods which are in generous supply at this time too. Measure 3 cups of cooked onions, 1 cup of ground roasted peanuts, 2 cups of thin white sauce, 1 cup of bread crumbs blended with a little melted fat. In a baking dish, make alternate layers of onions, peanuts and sauce; top with bread crumbs. Bake in a hot oven (400 F.) 20 minutes or until crumbs are brown.

Cooking Time

As a guide to boiling carrots and onions, it may help the inexperienced cook to know that young carrots usually require from 15 to 20 minutes to become tender, and the older carrots from 20 to 25 minutes. Onions take from 30 to 40 minutes.

PLENTIFULS FOR FEBRUARY

For those of you who are already working on February programs, the list of plentiful foods for the second month of '47 may offer menu suggestions.

There are eleven items that will be in very generous supply:

Potatoes	Peanut butter
Onions	Apples
Fresh citrus fruit	Dried peaches
Canned citrus juices	Colery
Canned grapefruit segments	Eggs
Heavy ton turkeys	

There will also be good stocks of almonds and filberts offered as a result of the record yields of these two tree nuts in 1946.



## MAKING IT HOT FOR PANTRY PESTS

We often think of insect pests in the pantry as being troublesome only in the warm weather. However, entomologists of the U.S. Department of Agriculture tell us that once they get into a kitchen they may damage foods at any season of the year. They've issued a special warning concerning dry milk, which, they say needs as much protection against these pantry pests as cereals and other dried foods often stored at home. The four different insects which may get into dry milk are the cigarette beetle, the Indian meal moth, the confused flour beetle, (yes, that's the right name!) and sometimes even the common clothes moth.

### Heat Dried Milk to Kill Insects

It's possible for packages of dry milk to become infested at the warehouse or the grocery store before they reach the kitchen. It isn't necessary to throw the milk away, though, if this should happen, because it may be heat-treated in the original package, sealed or open, and then transferred to metal or glass containers. The entomologists say just to put the package of milk in a slow oven (140 degrees F.) for about 30 minutes. Even this low temperature will kill the insects and their eggs, but it will not affect the quality of the milk. After the treatment, the milk should be kept tightly closed in a cool, dry place.

## FOOD WORKSHOP FOR THE BLIND

For the past five years, the U.S. Department of Agriculture, through its industrial feeding program, has offered technical advice to industries who want help to start or expand on-the-job food services for employees. Standard plans have been developed for cafeterias and canteens that have been installed in airplane factories, shipyards and manufacturing plants, both large and small. Food experts in this same branch have helped plants with menus and recipes, food purchasing and preparation tips, sanitation rules, and supervision of workers. They have even designed food selection programs to popularize the food service with the customers.

### Guide for Operating Canteens to be Printed in Braille

The service of this advisory group is still available, and never has it been put to a more novel test than at a recent workshop in Pennsylvania for blind lunchroom operators. It seems that there are over a score of blind operators...most of them managing canteens in small factories in Pennsylvania. The State Council for the Blind asked the U.S. Department of Agriculture industrial feeding specialists to assist these workers with food service problems. A model canteen layout

(Continued on next page)



was developed for blind workers. Then, at three sessions with those blind workers who could get to a gathering in Philadelphia, members of the staff explained the equipment and sanitation and operation standards. With baffling accuracy, the operators could follow by touch a simple canteen blueprint which was designed for the purpose, and in this manner learn how their own lunchrooms could be improved. USDA industrial feeding specialists also developed a guide which included simple menus, food purchasing tips and other recommendations for operating canteens. The points were discussed in the workshop, and the guide will be printed in Braille for distribution by the State Council for the Blind to all canteen operators.

### SEWING MACHINE SUGGESTIONS

The beginning of the new year is a fine time to take a look at the sewing machine...especially since many families do a lot of home sewing at this period of the year. As a matter of fact, the household equipment specialists of USDA advise keeping an oil can handy to use after each day's work, or after 8 or 10 hours of using the sewing machine.

Here's where to oil: squirt a drop in each oil-hole and each bearing...that's where one surface rubs against another or turns within another. On some machines a little block of felt or ball of wool feeds oil to the shuttle race, and this should be oiled too. If there isn't any felt or wool, you can wipe a bit of oil on the race with your finger or a cloth. The tensions never should be oiled, however.

Remember that a drop of oil is plenty. If you use too much, you're wasting oil, and if excess oil isn't wiped off, it collects dust. And if there's too much oil on the shuttle race or needle, it can cause stitches to skip. It's a good idea to run the machine a minute or two after oiling, to work the oil into the bearings.

### How to Protect Machine When Not in Use

If you keep your sewing machine covered between usings, you'll protect it from dust. And remember to slide out the needle plate occasionally and remove the lint that may have collected under it with a dry brush, or blow it away. The lint and dirt caught under here packs down if it isn't removed, making cleaning difficult. Here's another tip regarding between-times care of the sewing machine: Let the presser foot down on a scrap of cloth to help the tension stay at proper adjustment, and also to take up any excess oil that might run down the needle bar. If there's a long period of time when the machine isn't working, it's well to oil it occasionally to keep the oil in the machine from drying and gumming.

As for the kind of oil to use...the specialists recommend household machine oil which is put up by gasoline or sewing machine manufacturers.

PACIFIC MARKET PANORAMASeattle

BEST FRUIT BUYS.....Apples, tangerines, grapefruit, oranges (small sizes),  
cranberries  
IN MODERATE SUPPLY.....Medium and large oranges, pears  
IN LIGHT SUPPLY .....Lemons, bananas, pineapple, avocados, grapes  
BEST VEGETABLE BUYS.....Cauliflower, Brussels sprouts, cabbage, broccoli,  
potatoes, lettuce  
IN MODERATE SUPPLY.....Carrots, most bunched vegetables, celery, dry onions,  
spinach, tomatoes, hard squash  
IN LIGHT SUPPLY.....Artichokes, cucumbers, peas, snap beans, rhubarb,  
sweet potatoes

Portland

BEST FRUIT BUYS.....Apples and grapefruit (lower), oranges, cranberries  
IN MODERATE SUPPLY.....Avocados, tangerines  
IN LIGHT SUPPLY.....Grapes, bananas  
BEST VEGETABLE BUYS.....Brussels sprouts, cabbage, cauliflower, topped carrots  
(lower), potatoes  
IN MODERATE SUPPLY.....Bunched vegetables, tomatoes (high), celery, lettuce,  
dry onions  
IN LIGHT SUPPLY.....Cucumbers, peas and beans (high)

San Francisco

BEST FRUIT BUYS.....Grapefruit, oranges (medium and small sizes), limes,  
cranberries (lower)  
IN MODERATE SUPPLY.....Apples, tangerines, pears  
IN LIGHT SUPPLY.....Grapes, lemons, bananas, pineapples, avocados  
BEST VEGETABLE BUYS.....Broccoli and cauliflower (lower), potatoes, lettuce  
celery, rhubarb, eggplant  
IN MODERATE SUPPLY.....Dry onions, peppers, spinach, soft squash, sweet  
potatoes and fair quality tomatoes, bunched vegetables  
IN LIGHT SUPPLY.....Artichokes, peas, beans

Los Angeles

BEST FRUIT BUYS.....Grapefruit, oranges (lower), limes, cranberries (lower)  
IN MODERATE SUPPLY.....Tangerines, avocados, grapes (Emperors, Robiers,  
Cornichons, Almerias), bananas, dates, lemons  
IN LIGHT SUPPLY.....Pears (Bartlett, Winter Nelis and D'Anjou), pineapples,  
strawberries (high), persimmons  
BEST VEGETABLE BUYS.....Cauliflower (lower), broccoli, potatoes, Italian squash,  
lettuce  
IN MODERATE SUPPLY.....Rhubarb (lower), tomatoes, spinach, sweet potatoes,  
dry onions, bunched vegetables, Bell peppers, eggplant,  
summer squash  
IN LIGHT SUPPLY.....Artichokes (high), peas, beans (high), cucumbers



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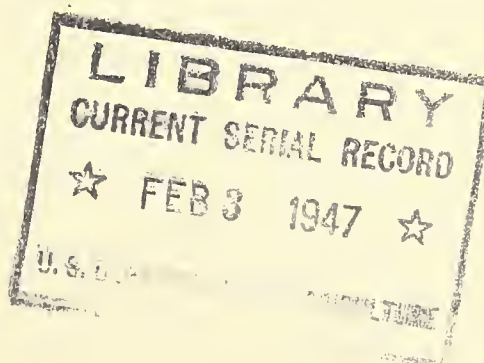


# Radio Round-up

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January 10, 1947

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WORLD FOOD SUPPLIES

While the memories of the gayest holiday season in years, with food in great abundance, are still fresh in our minds, it's a good time to stop and consider the world situation.

FAO has just released a report covering the period from July, 1946 to June, 1947, warning that the world still faces a food crisis...that famine conditions still prevail in China...that many Europeans will live this winter on diets which will provide 1500 calories or less --- less than half of our daily 3300 or more.

Secretary of Agriculture Clinton P. Anderson and D. A. Fitzgerald, Secretary-General of the International Emergency Food Council, in a radio discussion recently, were asked why Europeans aren't back on their feet yet. Mr. Anderson replied that conditions are a little better...that France had three-quarters of a normal crop in 1946, compared with half a crop the year before. Holland, Belgium and the Scandinavian countries are much better off than last year, though too much rainfall caused grain spoilage in northern Europe. Mr. Anderson also pointed out that there was disastrous drought again this year in southeastern Europe, affecting some of the great food-exporting countries, including Rumania, Bulgaria, Hungary and Yugoslavia. He warned that they haven't enough food for their own people yet, let alone to export.

Speaking of war damage to European farms, Mr. Fitzgerald said that in Greece one out of every three farm houses was destroyed; in Poland whole areas were swept clean of livestock and farm buildings; in Holland, the Germans flooded great areas; in Germany there was not only destruction but a great shortage of manpower. He mentioned too that European farms have been worked for hundreds of years, and require a lot of fertilizer...which they can't get. And while European peasants do much of their work by hand, they're short of the farm implements they need.

Both Mr. Anderson and Mr. Fitzgerald agreed that the over-all food picture in Europe is not good. At the conclusion of the discussion they were asked what should be the answer to the people who ask why we should worry about the people of Europe any longer. Here's Mr. Anderson's answer:

"All I can add to what I've already said is that if we take such a short-sighted position -- we who are the most prosperous and well-fed nation in the world -- we'll regret it later on. Our help now will be a good investment in world peace and good will. It will be a good investment for our own economic well-being and security."

Mr. Fitzgerald answered: "Let's not forget that the generous help we've given in the past is still very small compared to the destruction that European countries have suffered. We have been spared the invasions and enemy destruction, the air raids and the bombs which have impoverished most of Europe. We ought to do what we can to help these countries back on their feet again."

SPUD SUGGESTIONS

We keep telling you there are plenty of potatoes...you've doubtless noticed they're again at the top of the plentiful food list...and you'll be helping the whole situation if you remind your listeners about this frequently.

For Winter Menus

Right now, during the cold weather, potatoes are particularly helpful to the meal-planner, since they can form the principle ingredient of certain hearty soups and salads. And when she wants a really substantial vegetable course, there's nothing like scalloped potatoes. Creamed potatoes, plain, or browned in a baking dish with crumbs on top, fit into many wintertime menus too.

Potato pancakes are a great favorite in many families...and they can make their appearance properly at breakfast as well as luncheon or dinner. Stuffed baked potatoes are something extra special, if they have a bit of chopped left-over meat or grated cheese added, for good measure. Potato puff is a rather glamorous way of serving mashed potatoes...and a mashed potato crust will help to stretch out a meat or vegetable stew, or left-over creamed fish.

Note to Broadcasters

Of course, you're familiar with all the standard styles of cooking potatoes...boiled, baked, mashed, roasted and fried...but you may have pot tricks of serving which make them specially interesting. Why not pass these along to your listeners? And you probably have the USDA booklet "Potatoes In Popular Ways" in your files, from which you can glean a number of good ideas and recipes.

And don't forget that the nutrition specialists assure us potatoes pack good food values under those brown jackets. They can supply as much as one-fourth of the vitamin C quota when they're eaten daily, as well as some of the B vitamins, iron and other important minerals, and starch. Potatoes really give more energy than any other vegetable, penny for penny. So whatever you do...don't ever sell spuds short when it comes to planning the usual three-a-day.

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: As you noted from the newest list of plentiful foods given :  
 : in last week's Radio Roundup, peanut butter also will be :  
 : in generous supply throughout February. This harks back :  
 : to the supply story on nuts which we told some time ago :  
 : ("Nut News" and "Postscript Concerning Peanuts" October :  
 : 18, 1946) and reminds us that 1946 was the fifth consec- :  
 : utive year in which peanut production has been more than :  
 : 2 billion pounds. You may be interested also to know :  
 : that more than half the peanuts used for food go into :  
 : peanut butter. :  
 :

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PLENTIFUL PEANUT BUTTERPeanut Butter History

You doubtless realize that the commercial production of peanut butter has developed tremendously in recent years. Did you know, though, that in the early days peanut butter was made in sanitariums and used largely as a food for invalids? Its fine qualities and food value soon became so widely known that it outgrew this limited use. At first, however, it was manufactured in a small way by individuals and sold from house to house. Soon small factories sprang up and peanut butter began to appear on the grocery shelves.

The process of manufacture is simple, and usually nothing is taken from the peanuts except the germs and skins, and nothing is added except a small quantity of salt. Sometimes people have the idea that peanut butter consists of ground peanuts mixed with oil. This isn't true, however, because shelled peanuts contain from 35% to 50% oil, depending on the variety, making it unnecessary to add oil.

High Food Value

In addition to being rich in fat, peanuts are a good source of protein, the B vitamins (particularly niacin), phosphorus and iron. Peanut butter is a concentrated food, and is sometimes more palatable and more easily digested if combined with other foods.

Peanut Butter Pointers

We hardly need to mention the variety of sandwich fillings in which peanut butter can be used, but you may like to remind your listeners that it gives good flavor to soups, stuffings, and sauces for creamed and scalloped dishes. Also, it can be used in omelets, salads, breads, cakes and frostings. Right now it's well to remember that peanut butter is a fine substitute for the usual shortening in some recipes. Biscuits, cupcakes and cookies gain in flavor when it's used as all or part of the fat called for. You probably have a few favorites of your own, but perhaps you'd like to add this recipe to your collection.

Peanut Butter Drop Cookies

$\frac{1}{2}$ cup peanut butter	2 teaspoons baking powder
$\frac{1}{2}$ cup sugar	$\frac{1}{4}$ teaspoon salt
1 egg	$\frac{1}{2}$ cup milk
1 cup sifted flour	

Mix the peanut butter, sugar, and beaten egg. Sift together the dry ingredients and add alternately with the milk to the first mixture. Drop by teaspoonfuls onto a greased baking sheet about an inch apart. Bake in a moderate oven (350 degrees) about 15 minutes, or until lightly browned.

This recipe has been tested by the food specialists of USDA, and the cookies are almost sure to be very popular with every member of the family.

## HEADS IN THE VEGETABLE PARADE

Cauliflower acreage for winter harvest is now estimated at better than 14 1/2 thousand acres. While this is only a bit above the total number planted last year for harvest during January, February, March, it's an increase over the ten year average (1936-45) which was about 8 1/2 thousand acres. And from this, cauliflower to the tune of over 4 million crates...10 to 12 heads to the crate... will be coming to market. Nearly 90 percent of the acreage and production is in California and Arizona, with small plantings in Texas, Florida and Oregon.

### Plentiful Supply Indicated

All of these statistics can be translated into the phrase, plenty of cauliflower for the next few months. Shipments of this vegetable are ahead of last winter, the quality is good and prices are substantially lower than they were in January of 1946.

### Choosing a Good Head

Tell your listeners to choose cauliflower that's white or creamy-white in color, firm and compact, with fresh green leaves. The curd (the flower portion of the head) should not be spotted to any appreciable degree, though small spots or specks that can be trimmed without causing too much waste are not objectionable. The compact, clean curd, solid, with the flower clusters closely united, has a minimum of waste, and is more easily prepared for cooking.

### Food Value

Like other members of the cabbage family, cauliflower is a good source of vitamin C. And though it's white, it's not a starchy vegetable.

### Cooking Comment

Cauliflower should be cooked quickly in boiling, salted water. As for time...if the flower clusters are separated, 10 to 15 minutes should be enough. If the head is left whole, allow from 25 to 30 minutes.

Cauliflower and cheese combine very well, both in color and flavor, so you might suggest sending cauliflower to the table with a tangy cheese sauce. And don't forget that this vegetable is delicious served raw, either in a salad, or as a relish. The little white flower-lets look specially attractive in a relish dish with orange carrot strips, green olives and red radishes.



## CANNING MEAT SAFELY AT HOME

We mentioned homecanning of meat and poultry several weeks ago (Radio Round-Up November 22, 1946), this being the season when many farm families are butchering. We're bringing the matter up again for the sake of passing along a warning from the home canning specialists of USDA's Bureau of Human Nutrition and Home Economics.

### High Sustained Temperature Necessary

They say that the only safe way of canning meat is to use a steam-pressure canner. You see, the meat must be processed at sufficiently high temperature, 240 degrees Fahrenheit, and held there long enough to make sure of killing the bacteria that cause dangerous spoilage. And the only practical way to get this high temperature is by using a steam-pressure canner. If meat is not properly processed, it may spoil or even lead to serious food poisoning.

### Freeze or Cure Meat if Steam Pressure Cooker Not Available

Tell the homemakers in your audience who may be planning to can meat or poultry at home that if a steam-pressure canner is not available, they should preserve the meat in some other way...possibly by freezing or curing. It may be possible to team up with a neighbor who has such a canner, or go to a food-preservation center where there is steam-pressure equipment.

### Water Bath and Oven Canning Not Safe for Meat

It might be well to remind home-canners also that while the boiling water bath is suitable for canning tomatoes and fruits, it is not safe for canning meat. Neither is oven canning, for, while oven temperature goes to 250 degrees or higher, food inside the jars stays at about boiling, 212 degrees. Moreover, this method has been known to cause serious burns and cuts, since jars in an oven may burst, blowing out the oven door.

### Free Booklet Offer

As we told you before, complete directions for canning meat and poultry are given in the USDA booklet "Home Canning of Meat," AWI-110. This can be secured without cost simply by sending a post card request to Radio Agriculture, Washington 25, D.C.

PACIFIC MARKET PANORAMALos Angeles

BEST FRUIT BUYS.....Grapefruit (slightly higher), limes, cranberries (lower), oranges  
 IN MODERATE SUPPLY.....Avocados, tangerines, apples, pears (D'Anjou and Winter Nelis), lemons (lower), bananas.  
 IN LIGHT SUPPLY.....Grapes, pineapples  
 BEST VEGETABLE BUYS ...Celery, potatoes, cabbage, lettuce (lower)  
 IN MODERATE SUPPLY.....Onions (dry), carrots, tomatoes (higher), peppers (bell and chili), bunched vegetables, Brussels sprouts, sweet potatoes (higher).  
 IN LIGHT SUPPLY....Snap beans (higher), peas, cucumbers (high), artichokes.

San Francisco

BEST FRUIT BUYS.....Grapefruit (slightly lower), oranges (all sizes).  
 IN MODERATE SUPPLY.....Apples, avocados, tangerines.  
 IN LIGHT SUPPLY.....Grapes, pears.  
 BEST VEGETABLE BUYS....Brussels sprouts, celery, dry onions, potatoes.  
 IN MODERATE SUPPLY.....Broccoli, carrots, lettuce, cabbage (higher), spinach (lower), cauliflower (higher), sweet potatoes, bunched vegetables.  
 IN LIGHT SUPPLY.....Artichokes, beans, peas and soft squash (all higher), bell peppers (lower), tomatoes.

Portland

BEST FRUIT BUYS.....Grapefruit and oranges (lower), tangerines, cranberries, apples.  
 IN MODERATE SUPPLY.....Pears, lemons.  
 IN LIGHT SUPPLY.....Grapes (higher), bananas, pineapple, limes, persimmons, avocados.  
 BEST VEGETABLE BUYS....Celery, cauliflower, dry onions, potatoes, carrots, turnips, rutabagas  
 IN MODERATE SUPPLY.....Spinach, cabbage, lettuce, bunched vegetables, sweet potatoes, broccoli  
 IN LIGHT SUPPLY.....Beans, cucumbers, new potatoes, artichokes, tomatoes, soft squash.

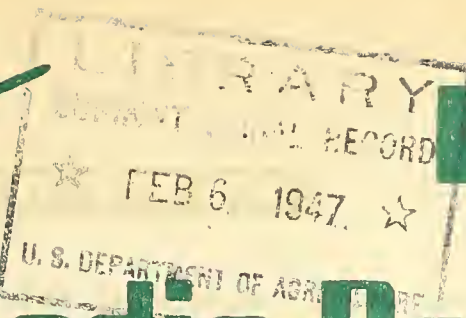
Seattle

BEST FRUIT BUYS.....Apples, grapefruit, oranges  
 IN MODERATE SUPPLY....Tangerines, pears, lemons.  
 IN LIGHT SUPPLY. ....Grapes, avocados, limes, bananas, pineapple  
 BEST VEGETABLE BUYS....Cabbage, cauliflower, potatoes, onions, topped carrots.  
 IN MODERATE SUPPLY....Lettuce, bunched vegetables, winter squash, Brussels sprouts.  
 IN LIGHT SUPPLY.....Tomatoes, cucumbers, egg plant, peppers.



Reserve

1.942  
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Western Edition

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

January 17, 1947

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U. S. Department of Agriculture  
Radio Service

Address inquiries to:

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U. S. Department of Agriculture  
821 Market St., San Francisco, Calif.

N. O. W. IS THE TIME...

You all know that old typewriter-testing sentence beginning "Now is the time...etc..." Well, we're paraphrasing it and telling you that "N. O. W. is the time to talk about onions." And just in case you're not aware of the meaning of N. O. W., we may as well break the news to you that it's another "week"... National Onion Week this time. The dates are from January 27th to February 1st, and the idea came from onion producers and handlers all over the country, who are trying their best to prevent waste of the largest onion crop on record.

Sweet Spanish Onions Plentiful in West

Yes, there were 40% more onions produced in 1946 than in 1945...of excellent quality, at prices far below those of a year ago. The late crop onions grown east of the Mississippi River are mostly of the Yellow Globe type. This is a firm, long-keeping onion, with New York and Michigan the two most important producing states. Most of the late crop onions grown in the West are the Sweet Spanish type, the large mild-flavored onion first introduced into the United States from Spain about 25 years ago. It's grown principally in Colorado, California, and the Idaho-Oregon area. This type doesn't keep as well as the Yellow Globe variety, so it moves to market mostly in November, December and January. Early this month, however, a great percentage of the Sweet Spanish production was still unsold.

Retailers are sure to have enough onions, and the homemaker is being urged to make maximum use of them. You can help the situation by suggesting ways to make good use of onions every day.

Place in the Diet

When onions are fresh and mature, they contain a fair amount of vitamin C...also small amounts of the B complex vitamins and of the minerals calcium and iron. However, the nutrition experts of USDA tell us that the most important reason for eating onions is the flavor-appeal. They point out also that onions add useful and satisfying bulk to the diet.

Boiled Potatoes with Onion Sauce

Here's a combination of two of the plentiful...and a very tasty dish it is. To make the sauce, cook a cup of chopped or finely sliced onions in 2 to 3 tablespoons of fat until they turn yellow. Add 2 to 3 tablespoons of flour and stir until blended. Then gradually add a pint of cold milk, stir and cook until smooth and thick. Season to taste with salt and pepper, and just before serving add chopped parsley or celery tops.

(Continued on next page)



### Onions au Gratin

Combine cooked onions with white sauce, with grated cheese added if desired. Cover with bread crumbs dotted with table fat or good-flavored drippings, and brown in a moderate oven. This is an excellent way to use cooked onions in combination with other vegetables which may be left over in quantities too small to serve alone.

You probably have some favorite onion recipes in your files, and if so, H. O. W. is the time to get them out!

### JANUARY 1 CROP REPORT

You may already have seen the January 1st general crop report, issued about a week ago by USDA's Bureau of Agricultural Economics. For the record, however, here's a brief resume.

#### 1947 Crop Prospects Very Favorable

Mid-winter conditions affecting 1947 crop prospects are fully as promising throughout the country as those preceding any of the recent record crop years. Fall and early winter conditions have been favorable. Harvesting of 1946 crops was completed early, for the most part, so that fields could be prepared for more extensive fall seedings, and for spring planting. Soil moisture is generally adequate. Seeds of all kinds are in ample supply and of good quality. Commercial fertilizers will be available in quantities more nearly approaching demands. New farm machines have been moving to farms in increasing numbers. In addition to these factors, farm products continue in strong demand.

#### Milk and Egg Production Excellent

Milk production is at a record high per cow, offsetting a smaller number of milk cows on farms. Milk production in the U.S. during December 1946 was slightly higher than in December 1945.

Egg production also reached a December record....9 percent above December 1945....3 billion, 699 million eggs in all, if you'd like the almost astronomical figure.

The citrus situation as outlined in this report, is covered in the following story.

## CITRUS SIGNS

Processed citrus juices and grapefruit segments, in addition to fresh citrus fruits, are on the plentiful food list for February.

### Grapefruit Segments Return from the War

Canned grapefruit sections or segments made their re-appearance last year after practically disappearing from our markets during the war years. The entire pack was being purchased for use by our armed forces. Last year when the army was no longer a customer, about  $2\frac{1}{2}$  million cases of grapefruit segments were available to civilians...an average pre-war pack. So far this year, over 2 million cases of this fruit have been processed and the canning season has about four months more to go. Prices have dropped the last few months and these segments are a recommended buy.

### Citrus Juices a "Best Buy"

Citrus juices are in bountiful supply because of a carryover from last year and a normal pack to date. Prices are decidedly lower than those listed in 1946. In some areas of the country citrus juice is now selling at less than a cent an ounce.

### Record Orange and Grapefruit Crops Indicated

As for fresh citrus, the orange and grapefruit crops are of record size and the lemon crop is of normal size. The January 10th crop report issued by the U.S. Department of Agriculture forecasts orange production for the 1946-47 season at over 118 $\frac{1}{2}$  million boxes... 10 percent larger than production in 1945-46 and 9 percent larger than the previous record in 1944-45. Grapefruit production is estimated at over 66 $\frac{1}{2}$  million boxes...66 percent above average.

## SERVING THE CITRUS

### Grapefruit

The canned grapefruit segments furnish a helpful shortcut to salad preparation. The luscious sections of fruit are ready for use without any bother of peeling, and can be served alone or in combination with other fruits.

(Continued on next page)

USDA's food specialists recommend a simple and delicious fruit salad made from sections of grapefruit served on a leaf of crisp lettuce, sprinkled with chopped nuts, garnished with a little pinicento, and topped with your favorite salad dressing.

These grapefruit sections will combine beautifully with other fruits...orange, pineapple, dates...or with slices or cubes of avocado...for fresh-tasting, colorful, midwinter fruit salads.

### Oranges

Here's an idea about oranges which you may like to pass along to your listeners...scalloped sweetpotatoes and oranges. Place alternate layers of sliced cooked sweetpotatoes and peeled orange slices in a casserole. Sprinkle the orange layers with a little sugar, dot them with fat, and add just enough hot water to cover the bottom of the dish. Top with breadcrumbs mixed with a little fat and bake in a moderate oven 30 to 40 minutes.

Everybody in the family will like orange gelatin for dessert when it's made with orange juice, and served with soft custard, plain or whipped cream. The unflavored gelatin is used, of course, and it can be made with either fresh or canned orange juice. Here's how:

### Orange Gelatin

1 tablespoon gelatin	1½ cups strained orange juice
¼ cup cold water	juice one-half lemon, strained
½ cup boiling water	salt
½ cup sugar	

Soften the gelatin in the cold water for 5 minutes, add the boiling water, sugar, and a few grains of salt, and stir until dissolved. Mix with the orange and lemon juice, pour into a wet mold, and put in a cold place until firm.

NOTE: If you use canned orange juice which has had sugar added in the canning, it's possible, of course, to cut down on the sugar in the recipe.

### Honey and Orange Sauce

1 cup honey	½ cup orange juice
¼ cup finely chopped fresh orange peel	1/8 teaspoon salt

Combine the ingredients and let stand over hot water, without cooking, for about 30 minutes to blend the flavors. Serve as a sauce on ice cream.



# THE GRAIN FRONT ADVANCES

Some months ago in Radio Round-Up, we said that our exports of grain and grain products for 1946-47 would total about 400 million bushels. This figure was determined on the basis of our available supplies and on foreign needs.

## Record Shipments Indicated for January

Nearly half of this quantity was shipped during July through December 1946. The bulk of the shipments in this period was wheat and flour, and more than one-fourth of this wheat and flour went to occupied areas in Europe and Asia. The remainder went to UNRRA countries and cash paying governments. Grain exports increased sharply during December and record tonnages are expected to move in January and February. It now looks as though the 400 million bushels of grain will have been exported...and possibly exceeded...by this coming July.

While exports have been large, supplies of flour in the United States are ample for all requirements, with flour mills producing at capacity to meet home and foreign needs.

# POP!...GOLS THE CORN...

If you're talking about games for the youngsters...parties...ideas for entertainment during the long winter evenings, and all that..... you might mention the old-fashioned pastime of popping corn. It's just as much fun as it ever was, and...believe it or not...the corn pops better than it used to! You see, the new hybrid varieties of corn now widely used actually expand about a fourth more than ordinary pop-corn. You'll find that the kernels are likely to pop out considerably larger and fluffier, and also will taste even better than in the good old days. Also, there won't be as many "old maids"...unpopped grains, that is.

You probably know that it's a little steam explosion which causes the corn to pop. The moisture in the corn, the method of applying the heat, and the variety of corn all enter into the operation. As a rule, you'll get the best results when the heat is applied so that the corn begins to pop within 60 to 90 seconds.

The popping corn sold in small cans is sealed at the proper moisture content for good popping. If it isn't all used when the can is first opened, it's a good idea to put the remaining corn in a glass jar with a rubber seal, to help retain the moisture content. If the grains seem very dry, a few drops of water can be added before the jar is sealed.

### SUGAR SUPPOSITION

As you probably know, it was Spare Stamp No. 53 in Ration Book #4 which became valid on January 1 for 5 pounds of sugar. This stamp will be good until April 30, 1947, and it's possible that, before this date, consumers will be granted an extra 5 pounds. As a matter of fact...it's more than a possibility. According to the Secretary of Agriculture, it's a probability. You may remember that in his statement of December 6th, Secretary Anderson said:

"Barring unpredictable disasters, sugar will be available to increase sugar rations in the United States by one 5-pound consumer sugar stamp by April 1, 1947...it is believed that the sugar supply situation will warrant further increases later in the year, but at this time it is too early to specify amounts."

It might be a good idea for you to remind your listeners from time to time that they should be careful to keep their ration books in a safe place until all rationing has been discontinued. If books are lost or destroyed, application can be made for replacement. Also, as you know, now babies are entitled to a sugar ration, and the parents can get a ration book in the baby's name. Application for these new books, or for replacements, should be made to the nearest OPA district office.

### FOR THE LACK OF A BOTTLE

Homemakers are being asked by spokesmen for the milk and beverage industries to return all deposit bottles as soon as possible. By keeping these bottles in circulation, homemakers are assuring their families a continuous supply of milk and other beverages.

The production of glass containers is running far behind demand, principally due to the shortage of soda ash, a vital ingredient not only in glass manufacturing but many other manufacturing processes. Also there is a shortage of railroad cars to transport raw materials and finished products. The tight supply situation for glass is expected to continue through 1947.

Homemakers are the key contact in solving the present problem. The milk industry alone estimates that 25 million empty milk bottles have accumulated in American homes. When you consider that for every bottle in consumer hands, the dairy must have eight other bottles in the process of washing, filling, on the way to or in retail stores and homes, you can see the volume of glass bottles needed to keep the milk supply moving. Each milk bottle is capable of making between 30 to 40 trips during its life..if it is kept on the move.

So for the following months, return milk bottles to the driver or grocery store, return beverage bottles as soon as they are empty; and avoid using these bottles as storage containers.



PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Oranges and lemons (lower), apples, grapefruit (fairly reasonable), limes  
 IN MODERATE SUPPLY.....Pears, tangerines (reasonable), cranberries (much lower)  
 IN LIGHT SUPPLY.....Avocados (higher), storage grapes (fairly high), bananas, pineapples  
 BEST VEGETABLE BUYS....Potatoes (slightly higher), celery (slightly higher)  
 IN MODERATE SUPPLY....Lettuce (higher), cauliflower and cabbage (slightly higher), carrots (slightly higher), onions (higher), bunched vegetables, sweet potatoes (higher), eggplant (slightly lower)  
 IN LIGHT SUPPLY.....Italian and white summer squash (high), cucumbers and Bell peppers, peas and snap beans (all high)

San Francisco

BEST FRUIT BUYS.....Oranges, grapefruit  
 IN MODERATE SUPPLY.....Avocados, apples, pears  
 IN LIGHT SUPPLY.....Lemons (lower)  
 BEST VEGETABLE BUYS....Celery, onions, potatoes, broccoli, banana squash (quite low)  
 IN MODERATE SUPPLY.....Cauliflower, peppers, sweet potatoes, lettuce (higher), tomatoes (higher)  
 IN LIGHT SUPPLY.....Artichokes, snap beans

Portland

BEST FRUIT BUYS.....Apples, oranges, white grapefruit  
 IN MODERATE SUPPLY.....Avocados, Cuban pineapples  
 IN LIGHT SUPPLY.....Bananas  
 BEST VEGETABLE BUYS....Topped carrots, beets and turnips, parsnips (reasonable), cauliflower (higher), cabbage, potatoes, onions  
 IN MODERATE SUPPLY.....Texas peppers  
 IN LIGHT SUPPLY.....Artichokes, cucumbers, peas, sweet potatoes, summer squash

Seattle

BEST FRUIT BUYS.....Oranges, grapefruit, apples, tangerines  
 IN LIGHT SUPPLY.....Bananas, lemons  
 BEST VEGETABLE BUYS....Onions, potatoes, cauliflower, cabbage  
 IN MODERATE SUPPLY.....Celery, lettuce, sweet potatoes, bunched carrots, topped beets, garlic, radishes  
 IN LIGHT SUPPLY.....Eggplant, tomatoes, California spinach



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Western Edition



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



January 24, 1947

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### BROILER FEASTS A-COMING

During the next five or six weeks, broilers will be the poultry buy in many markets of the nation. The big commercial broiler producing areas have bumper flocks. Here in the West the hatchery reports show that 4,703,000 chicks were hatched in California, Oregon and Washington in December as compared with 3,735,000 last year. As these three states produce most of the chickens consumed throughout all the West, those figures mean that there should be approximately 10 million pounds on the market during the next two months.

These birds are young, tender and soft-meated. They weigh 2 to 3½ pounds and are ideal for broiling, barbecuing or frying. In addition, the price has gone down so that broiled chicken is a good buy for the budget minded homemaker. She may also find an ample supply of frying chickens -- dressed, cut up, or pan-ready and frozen in a package.

### BROILING THE BIRD

To broil chicken or other young birds, say the food specialists of USDA, have the heat of the broiler moderate for slow, even cooking. The smaller sized broilers are often split down the back only and cooked whole, with or without the breastbone. Larger birds are split down the back and breastbone, so that each half makes a serving. Breaking the joints and removing the wing tips makes broiled chicken easier to manage on the plate.

#### Use Moderate Heat for Best Results

Before cooking the chicken, wipe it as dry as possible. Coat with melted fat and sprinkle with salt and pepper. Some cooks like to flour the chicken lightly...that's a matter of choice. Always start cooking with the skin side away from the heat. Keep the heat very moderate, and have the bird several inches from the flame or heating element. Turn the chicken several times as it browns, and baste frequently with the pan drippings or other melted fat. A 2-pound chicken (dressed weight) when broiled at moderate heat will probably need from 35 to 45 minutes to cook evenly to the bone.

If more convenient, cook the chicken partly done in the broiler and finish in a moderate oven (300 to 350 degrees F.), or start it in a moderate oven and finish under the broiler.

Serve broiled chicken hot off the grid, with the pan drippings or melted fat poured over it. If you like, garnish it with toast points and a sprig of green.



### BUTTER BRIEF

Within the last month, butter has gone down at least 20 cents per pound at the Eastern wholesale level. Here in the West, prices have dropped more slowly. For instance, the price curve shows that in the last month, the cost of Grade A butter, wholesale, dropped 17 to 18 cents in Los Angeles; 14 cents in San Francisco; 19 cents in Portland; and 19 cents in Seattle.

The decrease in prices may be attributed to the fact that butter has been high in relation to other fats and oils and as a consequence consumer purchases dropped off, plus the more than normal increase in butter production since November. Butter consumption, limited under rationing, has not been upped quite so fast as butter production.

### CHEESE SIDELIGHT

Cheese supplies are generally adequate, though maybe all the varieties you wish are not yet back in grocery stores. There will be more cheese in the coming months, as milk production increases seasonally. And probably there'll be more natural aged cheese, in contrast to the volume of processed or cheese foods in evidence during the war and the past year.

### PEANUT BUTTER SALAD DRESSING

What with salad oil still on the shortage list, your listeners are sure to welcome ideas that will help to meet the situation. In the January 10th issue of RADIO ROUNDUP, we gave you suggestions about the use of peanut butter, and pointed out that it can take the place of all or part of the shortening in certain recipes for biscuits, cookies and cupcakes. Well, here's another place where peanut butter can come to the rescue. You can use it to take the place of all the salad oil in a dressing that's fine for fruit, vegetable or meat salads.

#### Equally Good for Fruit, Vegetable or Meat Salads

The food specialists of USDA suggest a blend of equal parts of peanut butter and cream (or canned milk), plus a little lemon juice or vinegar, and seasonings to taste. For a flavor that will be specially delicious with vegetable or meat salads, you can stir in a little India relish or finely chopped cucumber.

As you probably remember, peanut butter's on the list of plentiful foods for the month of February.

CUT AND DRIED SUBJECT

In terms of supply and demand, dried peaches are the most plentiful of the dried fruits now on the market. They're generally the lowest in price also.

Dried Peaches Plentiful - Quality Excellent

Few dried peaches appeared on civilian markets in this country during the war, as they were more urgently needed by our armed forces and allies. Now that the army is no longer a customer for large supplies, and they're back in quantity at grocery stores, we need to be reintroduced to their values. The 1946-47 pack of dried peaches is above average in size and of very desirable quality.

P. S. RE: DRIED PEACHES

There's a story on dried peaches in the October 4th issue of Radio Roundup, which you may have in your files. In this we passed along to you several suggestions from the food specialists of USDA for using dried fruit in cooking. Now that the cold weather makes a hot fruit sauce particularly appealing, you may like to have their directions for preparing this.

Cooking Dried Peaches for Best Results

As a rule, soaking should be short and cooking slow. Wash the fruit, put it in a saucepan and cover with boiling water. If it's packaged fruit, there will doubtless be directions on the package. Otherwise, soak it until the fruit is plump; if it's rather hard and dry, it may require an hour or so. Remember, though, that if it soaks too long, too much flavor may be drawn out. Cook the fruit in the same water in which it has soaked, simmering slowly over low heat.

A few grains of salt help to bring out the natural sweetness. Dried peaches and apples, though, need extra sweetening....about 1/4 cup of sugar to each cup of dried fruit. To add fresh fruit flavor and Vitamin C, squeeze lemon, orange, or grapefruit juice over the dried fruit before serving.

And for a delicious accompaniment to meat, try spiced dried peaches. This is made by adding a little vinegar and spice to the dried fruit sauce toward the end of the cooking....or a little of the juice from a jar of pickled fruit.

NEWS FROM THE FAO

You've doubtless seen occasional reports from the Preparatory Commission of the Food and Agriculture Organization, so you'll probably be interested in knowing about the recommendations this Commission has just made. As you may remember, it was created by FAO at Copenhagen last fall to draw up plans for raising diets to a health standard for the people of all countries, and to stabilize agricultural prices at levels fair to producers and consumers. The Commission grew out of a proposal for a world food board made by Sir John Orr, Director General of FAO.

The Commission did not recommend a world food board, but did agree on other methods for reaching the same objectives which Sir John proposed and the nations agreed upon. Here are the recommendations:

1. That exporting and importing countries attack the price stabilization problem by making international agreements regulating the trade in specific commodities.
2. That excess supplies arising under commodity agreements might be sold at special low prices to support supplemental food programs for needy countries...such as school lunch programs or food stamp plans.
3. That the Ministers of Agriculture and Nutrition of the FAO countries meet annually to consider the coordination of their various national agricultural and nutritional programs.
4. That FAO set up a council of 18 member countries which could meet several times a year to act for the FAO's Annual Conference on International Questions of Agricultural Production, Trade and Consumption. FAO would cooperate closely with the proposed international trade organization.

The report now goes to the 47 FAO member governments and to international agencies for study, before it is finally acted upon by an FAO conference. This will be several months at least in the future.

PLANNING THE GARDEN

February 2 to 8 has been designated by Secretary of Agriculture Anderson as National Garden Planning Week. It's the time when garden and horticultural leaders everywhere will organize local forces for an effective post-war garden program. Your own community will doubtless be taking some action at this time.

You may like to review quickly the garden goals for 1947, announced by USDA in late November, 1946. These goals were set to:

1. Insure better nutrition in many millions of American families.
2. Provide families, particularly those in the lower income groups, with a net addition to the quantity of vegetables and fruits consumed by them.
3. Assist in meeting the cost of living.
4. Foster nutrition education and aid in the development of cultural values that come with home gardening and home grounds and community improvement.

Thus, as Secretary Anderson said, the 1947 program has been adjusted to the peacetime needs of nutrition and the betterment of home grounds and communities.

Perhaps you'll like to make reference to the highlights of the National Garden Conference held in Washington, D. C. on December 5th and 6th. This was covered in the December 13th issue of Radio Roundup.



HOMEMAKERS' SURVEY ON HOUSE DRESSES

Have you heard about the results of a survey regarding house dresses, conducted by the American Home Economics Association? In a nation-wide project called "The Consumer Speaks", over 11,000 women in 750 groups throughout the country told what they wanted in housedresses. Those of you who feature women's apparel on your programs should be particularly interested in the final conclusions drawn from this survey. Here they are:

1. Color fastness and shrinkage control are at the top of the list.
2. 100 percent cotton dresses are preferred. There is opposition to fabrics that need special care in laundering.
3. Dresses should be all washable, including shoulder pads, buttons and belt.
4. Better buttonholes and better belts are wanted.
5. A fuller skirt is desirable, with the fullness achieved by means of goreds, rather than pleats. A gored skirt is easier to iron.
6. Hems at least  $2\frac{1}{2}$  inches wide are considered essential, unless the shrinkage is controlled.
7. Other details of style suggested are full length front openings, larger pockets, short sleeves, simple necklines, set-in belts.
8. A correct sizing and proportioning for different figure types are considered important. For example, the women surveyed said they'd like to find that a size 16 dress was the same in all stores. Regardless of size, they're asking for dresses that are roomy and easy to work in. Older women who are short would like mature styles in small sizes. Younger women who need large sizes would like to be able to get these in youthful styles.
9. Better workmanship generally is asked for, at all prices. In the low-priced models, however, there's a particular need for well-made dresses that are neat, securely sewed, and with seams at least one-half inch wide.
10. Medium-priced housedresses should be more attractive than the low-priced dresses, better styled and better made. Many women think that a medium-priced house dress should look well enough for street wear too.

Judging from the opinions expressed by those 11,000 American women, what this country needs is more and better house dresses at reasonable prices.

PACIFIC MARKET PANORAMALos Angeles

BEST FRUIT BUYS.....Small oranges (reasonable), California loose packed apples (fairly reasonable), grapefruit (fairly reasonable); limes..

IN MODERATE SUPPLY.....Lemons (lower), tangerines (fairly reasonable), pears, cranberries (fairly reasonable).

IN LIGHT SUPPLY.....Northwest apples (high), bananas (fairly high), pineapples (high), avocados (rather high), storage grapes (high).

BEST VEGETABLE BUYS....Potatoes (fairly reasonable)..

IN MODERATE SUPPLY.....Mexican and Imperial Valley tomatoes (rather high), cabbage, carrots and celery (slightly higher), bunched vegetables, onions (higher), sweet potatoes (slightly higher)

IN LIGHT SUPPLY.....Lettuce (high), cauliflower (slightly higher), green onions (higher), eggplant (higher), broccoli (higher), cucumbers (high), Brussels sprouts (high), snap beans (high), peas (high), Italian and white summer squash (high), mushrooms (high), garlic (high), bell peppers (high).

San Francisco

BEST FRUIT BUYS.....Oranges, grapefruit.

IN MODERATE SUPPLY.....Lemons (lower), tangerines.

IN LIGHT SUPPLY.....

BEST VEGETABLE BUYS....Onions, potatoes, banana squash, broccoli.

IN MODERATE SUPPLY.....Bunched vegetables, celery, bunched beets, carrots, radishes, turnips, peppers.

IN LIGHT SUPPLY.....Beans, peas, lettuce, artichokes, soft squash (all quite high)

Portland

BEST FRUIT BUYS.....Oranges, white grapefruit, tangerines, Rome Beauty apples.

IN MODERATE SUPPLY.....Avocados (slightly lower)

IN LIGHT SUPPLY.....

BEST VEGETABLE BUYS....Onions, potatoes.

IN MODERATE SUPPLY.....Topped carrots, beets, turnips, rutabagas, Brussels sprouts, parsley, green onions, celery, lettuce, peppers.

IN LIGHT SUPPLY.....Bunched carrots, peas, zucchini squash, cucumbers (all rather high)

Seattle

BEST FRUIT BUYS.....Apples, Texas pink grapefruit, oranges.

IN MODERATE SUPPLY.....Avocados, bananas.

IN LIGHT SUPPLY.....Grapes.

BEST VEGETABLE BUYS....Potatoes, California cabbage, cauliflower, spinach, bunched carrots, Hubbard squash, rutabagas.

IN MODERATE SUPPLY.....Celery, lettuce.

IN LIGHT SUPPLY.....Hothouse rhubarb, tomatoes.

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Western Edition

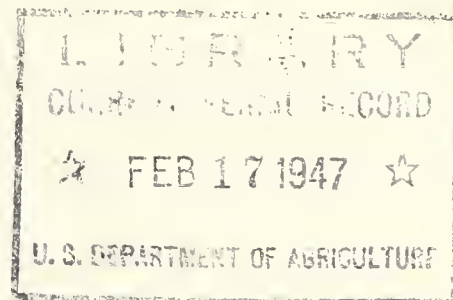


# Radio Round-up

A weekly service for Directors of  
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January 31, 1947

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THAT POTATO PROBLEM

Potatoes are still very much with us...a problem to the tune of about 45 million bushels. That's the surplus reported as of January 1st, when the stocks on hand were at an all-time high of 150 million bushels. This surplus should be used up before the warm weather, if we're going to avoid the waste of much valuable food.

The U. S. Department of Agriculture, as you doubtless realize, is making every effort to help homemakers get potatoes of high quality at reasonable prices. However, there are those who don't make as wide use of potatoes as they might, because they're a bit hide-bound in their ideas about styles of cooking and serving. To a good many men, of course, potatoes are the traditional accompaniment to meat, and nothing more. Which reminds us of the story about Madame Schumann-Heink and Enrico Caruso, the great opera singers. One day Madame Schumann-Heink was sitting at the dinner table with an enormous steak in front of her. Caruso passed her table, and seeing the huge serving of meat on her plate, said: "Stina, you're not going to eat that alone!" "No indeed," replied Schumann-Heink, shaking her head, "No, not alone. With potatoes."

Potatoes Fit Into All Types of Menus

Well, it's really timely to remind your listeners again that potatoes don't need to be served in the shadow of the meat course...they have lots of individuality of their own, and can easily form the backbone of a luncheon or any other simple meal. There are scalloped potatoes, potato pancakes, potato salad (hot or cold), stuffed baked potatoes, potato soup, and creamed potatoes...to mention a few.

The food specialists of USDA suggest giving familiar potato dishes a "different" taste by changing the flavor a little. For instance, when you're serving creamed potatoes, grate a bit of onion or cheese into the sauce. Or, for a touch of color and added food value, stir in cooked peas and carrots, or chopped parsley, just before serving.

And instead of the old familiar potato soup (which is mighty good, incidentally!) you may like to offer a tested recipe which brings in meat stock, carrots, celery, tomatoes and rolled oats...practically a meal in itself. Here's how it's made:

POTATO SOUP WITH OATMEAL

4 Cups meat stock, or use bouillon cubes	$\frac{1}{2}$ Cup chopped celery
2 Cups diced potatoes	$\frac{1}{2}$ Cup rolled oats
$\frac{1}{2}$ Cup sliced onions	$\frac{1}{2}$ to 1 Cup cooked tomatoes
1 Cup sliced carrots	Salt and pepper

To meat stock add potatoes, onions, carrots and celery. Bring to boiling point. Gradually stir in the rolled oats. Simmer 20 minutes, or until vegetables are tender. Add the tomatoes. Season with salt and pepper.

You'll find this recipe in the USDA booklet "Potatoes in Popular Ways" (AWI-85) which you probably have in your files. This will give you other interesting information about potatoes, and many suggestions for cooking.

#### FOREIGN FOOD SITUATION

The food shortage abroad may be critical before the next harvest... that's the summing up of a report early this month from USDA's Office of Foreign Agricultural Relations. The world's food reserves as of the first of this year were slightly larger than a year ago...fewer countries are critically short of food...yet there are still a number of countries without enough food in sight to last until the next harvest.

#### Here Are the Reasons

Food imports into the shortage areas during the last half of 1946 were somewhat less than had been expected. While the world supplies of most important food products are larger than a year ago, the quantities available for export (with the exception of wheat) are sharply below the prewar level. And speaking of wheat, the current Argentine harvest is producing about 50 percent more than last year, but carryover stocks were low. The Australian crop is less, however, so actually there's little difference between this year and last in the amount of wheat the southern hemisphere can furnish. As for Canada and the United States, their stocks of wheat are lower and transportation has been limited. This may mean a reduction in the prospective exports from these two countries for the crop year 1946-47.

The supplies of sugar, also of fats and oils, available for world trade will continue far below prewar figures.

One encouraging fact is that nearly 2 million tons of rice will be available for export from the areas where a surplus is produced, which means an improvement in the Far-Eastern rice picture. Less than one million tons were available during 1946. However, the prewar average is over 7 million tons.

Coming back to wheat...the shortage of this grain is likely to be an important factor in the deficit countries during the spring months. This means, according to the Office of Foreign Agricultural Relations, that the food outlook for the first 6 months of this year is as serious for a large part of continental Europe as it was a year ago.

BLUEPRINT FOR GREEN THUMBS

Last week in Radio Round-Up, we told you the garden goals for 1947 and pointed out that February 2 to 8 was designated by Secretary of Agriculture Anderson as National Garden Planning Week.

This will be the week to accent plans...to determine the place and size of the garden...whether there will be vegetables only or (because the wartime urgency of gardening for more food is past) whether there will also be flowers and shrubs. The vegetable arrangement should be considered in terms of continuous plantings and maximum use of sunshine. The flowers and shrubs should be placed for long-term advantages. This is the time also to plan on hiding the city or farm eyesore with a curtain of evergreens or other shrubs..community planning officials might be contacted for details on improvement plans. Good garden planning calls for a study of fertilizers, sprays and equipment as well as plant and seed varieties.

Program Suggestions

You might interview garden leaders in your community...county and State Extension Service personnel, garden club representatives or youth club gardeners...for local plans. Find out what aid will be given beginners and veterans who will have gardens for the first time. There will be schools to contact to see if they are planning gardens...the produce from these to be canned in community centers for school lunch programs.

You may wish to contact seed houses and nurseries in regard to new plant varieties, hybrid and disease-resistant seeds and plants developed in recent years. Local garden experts can tell the time to order seeds and the appropriate planting dates for your region.

You might find out whether your civic government or garden club is going to sponsor a garden or beautification contest...if so, now is the time for participants to get on the mark and ready.

GARDENING FOR THE BASIC 7

Apropos of National Garden Planning Week, nutritionists of USDA make a suggestion you may like to pass along to your listeners. They recommend using the Basic 7 as a guide in planning the home garden. As you know, three of these food groups are made up of vegetables and fruits, and the properly planned garden can supply a good many of the foods included in these groups.



### For Vitamin A

For instance, in the leafy, green and yellow vegetable group, the list includes kale and other leafy greens, limas, snap beans, carrots, green peas, and so on. These are vegetables rich in vitamin A. The daily diet should include one or more servings of these.

### For Vitamin C

Then there's the Basic 7 group which supplies vitamin C...the headliners being citrus fruits, tomatoes and raw cabbage. Tomatoes are the most popular of garden vegetables, and nutrition-conscious home gardeners will plan to raise a good supply of these. In addition to cabbage, there are turnips, salad greens, and green peppers, all of which supply vitamin C when they're served raw. And if the garden space provides room for fruit, strawberries and cantaloupe are both vitamin C providers. One or more servings of vitamin C foods daily also are advised.

### For Various Food Requirements

The third Basic 7 group which can draw supplies from the home garden is the one which includes potatoes and other vegetables and fruits, such as onions, radishes, turnips, and beets. And by the way...beets and turnips do double-duty in the diet, since both roots and fresh green tops are good food. These foods add various vitamins, minerals and other materials needed by the body. The nutrition specialists advise two or more servings daily from this group.

So tell your listeners to keep the Basic 7 in mind when they're drawing up this year's garden plans...it will pay dividends in better eating and better health.

### MORE SUNNY SIDES

American consumers did better by themselves than an egg-a-day during 1946. Latest figures indicate that we ate 382 eggs per capita during the past year. Another thing, egg use set a new high during the second six months when the supply is seasonally plentiful and prices are more reasonable. We not only did justice by our eggs in the first part of 1946, but because meat supplies were short of demand in the second half of the year, and because egg prices were favorable in relation to meat prices... we set a record for egg use October through December.

We're again approaching the season of high egg production, and there's no apparent let-up in egg purchases.

## A SELECTION OF MEAT

Beef and pork cuts are coming to retail stores in liberal volume. Most of the beef animals sold at present are moving from feed lots... which means more meat in the higher grades. You'll find a large share of the cuts rating "U.S. Good", and there'll be more of the "U.S. Choice" grade than in recent weeks.

### Peak Marketing Season for Pork

Reason for the wide selection of pork is that this is a peak marketing season for pigs farrowed last spring. This supply will taper off in the weeks immediately ahead, with a normal low in pork supplies during March and early April.

## PORK POINTERS

Since pork supplies are at a fairly high level right now, it would be a good time to make some suggestions to the homemakers in your audience regarding cooking this delicious meat. Pork differs from other meats in that it always requires thorough cooking. It should be served well done as a health safeguard. As you doubtless know, pork sometimes contains the trichina parasite, which must be destroyed by thorough cooking or by special methods of processing. Otherwise it may cause illness.

Pork shoulder and spareribs make excellent roasts in the moderate price range. If the shoulder is boned, it will carve as easily as a loaf of bread. Either a fresh or cured pork shoulder may be selected, and after it is skinned and boned, a savory stuffing can be used to add bulk and delicious flavor to the meat. If a strongly cured pork shoulder is used, it's well to soak it overnight in cold water to cover, drain and wipe dry before stuffing. Mildly cured meat need not be soaked. Raisin stuffing is specially good with the cured pork shoulder, by the way.

### Apples and Pork -- Good Combination

As for pork spareribs, these are particularly good served with apple stuffing. Apples and pork are very congenial anyway...apple sauce being the traditional accompaniment to roast pork.

The same cooking precautions apply to sausage; whether it's bulk sausage made into cakes, link or cased sausage...long, slow cooking to a well-done stage is an absolute necessity. Here again, apples are the perfect accompaniment. Slices of tart, firm apples can be cooked in the sausage fat and served with the cakes or links. Sliced pineapple, drained and browned in the fat, also goes very well with sausage.

If you want to add a word or two about food values, you might tell your listeners that well-cooked pork is a good source of the B vitamins particularly thiamine, and, like all meat, an important protein food. Sausage contains more fat and less of the proteins and vitamins, while bacon is mainly important for fat and flavor.

## MORE CITRUS SUGGESTIONS.

Most people like oranges, or foods with an orange flavor...and right now, while there's a plentiful crop of citrus fruits, at low prices, it's a good time to bring them into the daily meal plans. Perhaps you'd like a few suggestions about serving citrus to add to those we gave in Radio Round-up on January 17th...they'll add variety and flavor to wintertime meals.

For instance, unpeeled orange slices make a colorful and appetizing garnish for meat, especially with pork, veal, lamb and poultry. They can be served plain, or brushed with French dressing and broiled.

### A Relish Idea

A delicious variation of the popular orange and cranberry relish can be made with a fresh orange and canned cranberries, either jelly or sauce. Here's the streamlined method: Run one orange, skin and all, through the food chopper...first removing the seeds, of course. Combine this with canned cranberry jelly, or strained cranberry sauce. It probably won't need any additional sweetening, but if you like, you can add a little sugar.

To your ideas about citrus fruit salads, add the note that oranges combine very well with either cabbage or carrots in a salad.

### An Orange Flavored Syrup

Here's an orange-flavored syrup that's perfect with waffles or pancakes, and will dress up plain vanilla ice cream in fine style. Mix together a plain sugar syrup or light corn syrup and an equal amount of orange juice; boil the mixture for just a few minutes...5 to 10 minutes, perhaps. Then add a little grated orange rind for a stronger flavor.

### A Favorite Method of Preparing Grapefruit

And as a postscript to this note about oranges, here's a suggestion regarding grapefruit. Even the most confirmed devotees of chilled grapefruit have been known to capitulate to broiled grapefruit. It's really delicious, as heating seems to intensify the flavor, and also makes it more juicy. Cut a grapefruit in halves, loosen the sections, then sweeten it with a bit of brown sugar, maple sugar, or pour a little honey over the top. Dot it with table fat. Sprinkle with cinnamon or nutmeg, and place it under the broiler until it's thoroughly heated and brown on the top. Serve it as appetizer or dessert. Those who scoffed will eat their words...and the grapefruit!



# PACIFIC MARKET PANORAMA

Seattle

BEST FRUIT BUYS.....White Seedless grapefruit, oranges, Rome Beauty apples  
IN MODERATE SUPPLY....Texas white grapefruit (lower) pink grapefruit,  
avocados, bananas  
IN LIGHT SUPPLY.....Red Delicious apples, pears and grapes (rather  
expensive)  
BEST VEGETABLE BUYS...Onions, potatoes (low priced), broccoli, cabbage,  
beets, rutabagas and tomatoes (all reasonable)  
local hothouse rhubarb (lower)  
IN MODERATE SUPPLY....Cauliflower and celery, Florida and Texas new  
red potatoes (high)  
IN LIGHT SUPPLY.....Lettuce

Portland

BEST FRUIT BUYERS:.....Apples, Texas and Arizona white grapefruit, tangerines  
IN MODERATE SUPPLY....Grapes (rather high) pears, avocados  
BEST VEGETABLE BUYERS...Onions, potatoes, carrots, parsnips, turnips, beets  
IN MODERATE SUPPLY....Cabbage, cauliflower, mustard greens (all moderately  
priced)  
IN LIGHT SUPPLY.....Lettuce, zucchini squash (high) artichokes, beans,  
peas

San Francisco

BEST FRUIT BUYS.....Oranges, grapefruit, tangerines (lower) Rome Beauty  
apples (excellent for baking). California Newtown  
Pippin apples (slightly lower)

IN MODERATE SUPPLY....Avocados, lemons

BEST VEGETABLE BUYS...Onions (relatively low priced) potatoes. cauliflower  
(lower)

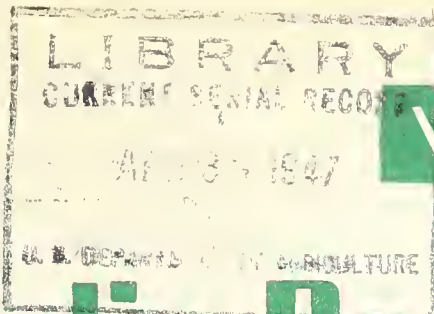
IN MODERATE SUPPLY....Broccoli, carrots (lower) other bunched vegetables,  
tomatoes (lower) peppers

IN LIGHT SUPPLY.....Artichokes, lettuce and peas (high) squash (high)  
celery and cabbage (little higher)

## Los Angeles

BEST FRUIT BUYS.....Lemons (lower) small oranges, grapefruit, Pippin and  
Bellflower apples (lower) limes (reasonable)  
IN MODERATE SUPPLY....Tangerines, pears, avocados (lower)  
IN LIGHT SUPPLY.....Bananas (slightly higher) storage grapes (high)  
cranberries, pineapples (high)  
BEST VEGETABLE BUYS...Tomatoes (lower) Spanish onions (reasonable) potatoes  
(reasonable) carrots (lower) rhubarb (reasonable)  
sweet potatoes (slightly lower)  
IN MODERATE SUPPLY....Cabbage, bunched vegetables  
IN LIGHT SUPPLY.....Celery (slightly higher) White Summer and Italian  
squash (high) Florida snap beans (high) lettuce (high)  
cucumbers, artichokes (high) peas (fairly high)  
parsnips (higher) broccoli (fairly high) Bell peppers  
(rather high) mushrooms and garlic (high)

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Western Edition

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

February 7, 1947

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U. S. Department of Agriculture  
Radio Service

Address inquiries to:

Information Service -- Western Area  
Production & Marketing Administration  
U. S. Department of Agriculture  
821 Market St., San Francisco, Calif.



## IN THE VEGETABLE FREEZER

Frozen vegetable stocks on hand January 1 were at an all-time high for that date...almost 357 million pounds, in contrast to the previous high of some 191 million pounds in January 1946. As you can see, holdings are almost double that of last year. The supply leaders are: peas, sweetcorn, spinach, snapbeans, lima beans, asparagus and broccoli.

### Cold Storage Facts

The following figures will give you some idea of the quantities of each now in the cold-storage warehouses of the country. There are almost 104 million pounds of green peas, about twice the quantity of this vegetable on hand in January of 1946. Sweetcorn stocks total over 38 million pounds, in contrast to 21 million pounds a year in January. There are some 26 million pounds each of spinach and snapbeans, and about 24 million pounds of lima beans...in each case about half again as much as the previous year. The biggest gain is in broccoli...14 million pounds in storage this January in contrast to 5 million pounds in January, 1946.

Packaging of frozen vegetables, according to a fairly representative report from warehousemen in December, appears to be about evenly divided between retail-sized packages and industrial or institutional-sized containers. (The industrial-sized container is a carton, tin or fiber package over 10 pounds in weight.) The same survey, by the way, revealed that perhaps over 80 percent of frozen fruit stocks were in large institutional-sized containers.

## COOKING FROZEN VEGETABLES

Suggestions about cooking frozen vegetables may be helpful to many of your listeners...especially since not all packages give full directions for cooking.

Remember that the frost furnishes some moisture, so only a little water is required for cooking...from one-fourth to one-half cup usually is enough for a package serving four or five. Bring the water to a boil, salt it lightly, drop the frozen vegetables in. Use a pan with a tight-fitting cover, so that moisture forms steam for cooking. Bring the water back to a boil rapidly, then reduce the heat to the point where the water boils just steadily. Cook only until vegetables are tender; overcooking destroys flavor and texture.

Most frozen vegetables can be cooked without thawing. Here are the exceptions: corn on the cob must be completely thawed, and greens, asparagus and broccoli cook more evenly if they're thawed just enough to separate the leaves or stalks.

### Here's a Warning

Since frozen vegetables are partly cooked before freezing, they cook more rapidly than fresh ones. Be sure to make allowance for this and cook only enough vegetables for one meal at a time, as they're much better freshly cooked. You can cut a large package in two before cooking, you know, and keep the uncooked portion wrapped and frozen. If you cook more than one package at a time, or are cooking a large package, use a wide pan to speed cooking time.



This is the season for piping hot corn breads..(Johnny Cake to New Englanders)...or cornmeal muffins, waffles, griddle cakes...or perhaps those delicious little corn dodgers which our southern friends call "Hush Puppies." It's glad news, therefore, that corn meal is in good supply.

There was a record corn crop of three billion bushels, and about ninety million bushels of this will go to dry millers to be converted into corn meal and corn grits. It seems unlikely, therefore, that there will be any possibility of a repetition of last year's shortage. You'll remember that much corn was diverted to livestock feed, in the general shortage of grain.

You may be interested in the ancient Mayan Legend of creation, taken from the Mayan bible. It seems that the first man was made from pito seed, (pronounced peetó), the beautiful red seed of a bean tree. It was an unsuccessful try, however, so a new start was made...This time with a fist full of corn paste...and the resulting creature survived.

### The Sweet Side

About a hundred million bushels of this bumper corn crop will be handled by the wet process millers, which means more corn syrup than we've had for several years. They're grinding at full capacity now, and you're probably seeing the results of this in the way of increased supplies of corn syrup on the grocery shelves.

Incidentally, when you're suggesting the use of corn syrup in place of sugar in making cakes, cookies and pies, you may like to remind your listeners of this general rule: sugar may be replaced with corn syrup, measure for measure, but the liquid in the recipe should be reduced one-third. Tell them also that cookies made with corn syrup won't taste quite as sweet as sugar cookies.

### PICKLE POTENTIALITIES

There are plenty of pickles for everybody right now...and we mean pickles made from cucumbers, not the pickles listed in the dictionary as "a sorry plight; a predicament; 'How can'st thou in this pickle?' - Shakespeare"... "A person who is troublesome, mischievous or unsociable" ... "stuff and nonsense"...and so on.

The production of cucumbers for pickles in 1946 was a record...21 percent more than the previous record crop in 1942. And fairly heavy stocks of salt pickles still remain in the vats. They'll keep for a year or longer in the salt brine, you know. The finished pickles fall into three main groups...dill, sweet, and sour...but there are many varieties. There are plain sour pickles, midget sweet pickles, mustard pickles, chow chow, picalilli, mixed spiced pickles, and the various dills, fresh dill, processed dill, and garlic-flavored dill.

You might suggest to the meal planner that she can bring a fresh, tangy note into cold weather luncheons and dinners by using pickles frequently in different ways. While they're perfect as a relish, don't limit them to this use. Chopped pickles add a distinctive flavor to many meat and fish sauces. They'll pep up the dressing for the family's favorite green salad...or give a lift to the salad itself. Potato, meat, and egg salads in particular will benefit by the incorporation of a bit of chipped pickle. Many a rather humdrum sandwich becomes something deluxe when the filling has a judicious addition of spicy pickle. It's reported that T. Jefferson...of the Virginia Jeffersons, that is...knew of nothing more comforting on a hot summer day than a fine spiced pickle brought up from Aunt Sally's cellar. Well, there's no reason why a spiced pickle can't bring comfort on a dreary winter day...try it and see!

Root vegetables and a pot roast have a natural affinity...and practically universal appetite-appeal. You'll do well to suggest this combination to your listeners, especially if it's a budget menu you're planning. Not only is this comparatively easy on the pocketbook, but it's simple to prepare and very good to eat.

Pot roast can be made with a piece of beef or veal...chuck, shoulder, rump or round...all moderately priced cuts of meat. Potatoes and onions, two of the indispensables for this dinner, are on the plentiful list, as you know. Carrots fit into the picture nicely, from the standpoint of color as well as flavor...yellow turnips do too...and one or both of these vegetables should be available without difficulty in most markets.

Here's the way to construct that pot roast, according to the food specialists of USDA:

#### Pot Roast with Vegetables

Take a 3 to 5 pound piece of meat, sprinkle it with salt, pepper and flour, and tie or skewer it into compact shape. Brown the meat in a heavy pot; use suet if it's very lean. Then slip a low rack under the meat to keep it from sticking to the pot. Add  $\frac{1}{2}$  cup of water, cover with a close-fitting lid, and cook slowly over a low fire for 2  $\frac{1}{2}$  to 3 hours, or until the meat is tender when pierced with a fork. During the last hour, or when the meat is almost tender, add the vegetables, whole or in halves. Cook with the lid on until the vegetables are almost tender, then baste them with the meat broth and let them brown lightly. Make gravy with the drippings.

#### GARDEN SUPPLIES ADEQUATE

Appropos of the observance of National Garden Planning Week, (February 2 - 8) here's the latest about garden supplies. There will be enough garden tools, fertilizers and insecticides to meet most needs. It's important, though, that efficient use be made of fertilizers.....this is still a must, in fact. Even though the output is now at a level exceeding 2  $\frac{1}{2}$  times that of pre-war, the demand is much greater now.

It's possible there will be some shortages of lead-containing insecticides, though substitutes will help offset these shortages.

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: When you're doing some follow- :  
: up broadcasts, as you will, no :  
: doubt, you may like to add this :  
: information to what you have on :  
: hand, including the stories in :  
: the past two issues of Radio :  
: Roundup. :  
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## VEGETABLE VARIETY....SOUP AND CHOWDER

Vegetable soup is one of the best known means of getting the family to eat a good variety of vegetables. Vegetable chowder is just a bit different, very delicious, and even more nutritious, because it's made with milk. Here are tested recipes for both, from USDA's Bureau of Human Nutrition and Home Economics.

### Vegetable Soup

Simmer a soup bone in water. To each quart of this meat broth allow:

1 medium-size onion	1 small green pepper
2 small carrots	2 stalks celery and leaves
1 turnip	1 cup tomato juice and pulp
1 medium-size potato	

Cut all the vegetables about the same size and shape. Cook until tender in the salted meat stock. Season well and serve hot.

### Vegetable Chowder

Make chowder with the same vegetables as for soup, but use milk instead of meat broth. Brown the onion first in meat drippings. Then add the cut-up vegetables and 2 cups of boiling water. Cook until vegetables are tender. Add 3 cups of hot milk, 1/4 cup of bread crumbs, and season to taste. Serve hot.

## PLENTIFULS FOR MARCH MENUS

Foods that should be plentiful throughout the greater part of the United States during March are: potatoes, oranges, and canned orange juice, grapefruit and canned grapefruit juice and segments, spinach (fresh and processed), peanut butter, eggs, and commercial broilers (particularly east of the Mississippi). With the exceptions of broilers, these foods also will be found on the February plentiful list.

## THE SUGAR SITUATION

As you've heard, no doubt, the sugar situation has improved to the extent that a new ration stamp good for ten pounds of sugar will become valid on April 1st. It may be well to remind your listeners occasionally that the present sugar stamp, spare stamp No. 53, good for five pounds of sugar, will expire on March 31st, instead of on April 30th, as originally announced.



## SURVEY ON BREAD AND MEAT

Here's a report on another survey conducted by the American Home Economics Association, this one concerning bread and meat. You'll remember we told you about the survey on house dresses, in the January 24th issue of Roundup.

### In re: Bread

#### Bread Preferences

Almost six thousand consumers were polled about bread preferences, and here's how they ranked the various desirable qualities, in order of importance: flavor, texture, aroma, color and tenderness of crust, shape of loaf. They preferred white bread over whole wheat, but want the white bread to be enriched. In this connection, a good many consumers said they would buy whole wheat bread if a better product were on the market.

#### Bread Improvements Desired

Many consumers find fault with the keeping quality of bread. Others would like a half-pound loaf...would be willing to pay one cent more than half the regular price to get this smaller loaf. Many said they'd like to be able to buy a thinner-sliced loaf for sandwiches and other special uses, though the regular slice is satisfactory for general use.

#### Bread Labels

Almost half the women questioned said they want to see the nutritional content stated on the label. About half want the net weight given. Others were interested in ingredients, the Baker's name, and the date the bread was made.

### In re: Meat

#### Meat Memo

Most of the consumers who took part in the meat survey, (about four thousand), are pleased with the meat they buy. They have a few suggestions however, as follows: many would like standardized meat-cutting, so that they can buy the same cuts in any store. The women with small families said they'd like to see more small cuts. More than 30 percent of the women who answered the questions on meat said they'd prefer to have more fat and bone removed before the butcher weighs the meat. Asked about having all the bone removed, a majority said they'd like more boned meat on the market. Those who were opposed to this said they like the flavor from the meat bone, especially in soup. Also they said the bones help to identify the cut of meat. Some claimed that the bones help keep the meat in shape while cooking.

Approve Meat Grading

A large majority of the consumers expressed approval of the wartime system of grade marking meat. Relatively few had had experience with meat grades before the war. Some were critical because the present system doesn't go far enough....they want all meat, meat products and poultry included. Others say grade marks are difficult to read, and some of these suggested a stamp of a different color for each grade of meat.

Desire Sanitary Handling

More than anything else, the survey on meat showed that consumers want the meat they buy to be stored, displayed and cut under clean sanitary conditions, and to be handled by healthy people with clean hands and clothes. They expressed approval or disapproval of the shops they patronized because they do or do not observe these practices.

(Incidentally, if you'd like to have copies of these )  
 (two surveys, you can get them from the American Home )  
 (Economics Association, 620 Mills Building, Wash- )  
 (ington 6, D. C. A charge of 10 cents is made for )  
 (either one, or 20 cents for both. The titles are )  
 ("The Consumer Speaks about House Dresses" and "The )  
 (Consumer Speaks about Bread and Meat." )

DO YOU REMEMBER WHEN -- ?

We talk about items doubling in cost these days; in fact the high cost of living is guaranteed to start a conversation. The briefest mention of the price of some commodity brings remarks from every side on "Do you remember when --?" And then comparisons begin, including the corresponding effect of old HCOL on the pocket book.

You may be paying more these days for food and clothing, but you are also receiving more money for one item -- salvaged fat. Everytime you pour drippings into that tin can reserved for kitchen fats, you are making more money for yourself. Whenever you skim the fat from the over-rich soup or stewed chicken, you are in line to receive additional money for your effort. To sum it all up, dealers are paying more for salvaged fats these days .. in most cases over a hundred percent more than formerly, although there is no uniformity as to the price offered.

Many homemakers do not know that they can receive more money for their kitchen fats today. A recent survey of 250 consumers showed that thirty-five percent were not cognizant of the price change since the decontrol of fats and oils. Just what does this raise mean in terms of money received by the consumer. Suppose we consider ten cents a pound as an average price paid by dealers for used fats. It is estimated that 500 million pounds of fat could be salvaged annually in this country, if every tablespoon was collected. By employing some multiplication we discover that at 10¢ a pound this amount would be worth a grand total of 50 million dollars a year to the homemakers who have joined the "scoop, strain and skim" club.

"Is fat salvage still necessary?" you ask. It definitely is. Secretary of Agriculture Anderson recently stated, "Until the fat supply situation is greatly improved, we must ask American homemakers to help by saving all their used fats after they have gotten the cooking good from them." This year there are no reserve stocks from which we drew in 1946. The present estimates indicate that for the first six months of 1947, the U.S. fat supply will be 146 million pounds less than for the corresponding period in 1946. Salvage must make up the difference.



PACIFIC MARKET PANORAMASeattle

BEST FRUIT BUYS.....Rome Beauty apples, White Seedless or Small Marsh  
Pink Grapefruit, oranges  
IN MODERATE SUPPLY....Avocados, D'Anjou pears, Red Delicious and Winesap  
apples  
IN LIGHT SUPPLY .....Cuban pineapples (high), Emperor grapes (high)  
BEST VEGETABLE BUYS...Cabbage (reasonable), onions (low), potatoes (low),  
bunched carrots, cauliflower, broccoli, spinach,  
winter squash, tomatoes.  
IN MODERATE SUPPLY....Hothouse rhubarb  
IN LIGHT SUPPLY .....Lettuce (high), cucumbers, artichokes, peppers, sweet  
potatoes

Portland

BEST FRUIT BUYS.....Oranges, grapefruit, apples  
IN LIGHT SUPPLY .....Tangerines  
BEST VEGETABLE BUYS...Cabbage (reasonable), cauliflower (reasonable),  
spinach (reasonable), onions, potatoes, hothouse  
rhubarb  
IN MODERATE SUPPLY....Tomatoes (reasonable), topped vegetables (reasonable)  
IN LIGHT SUPPLY.....Lettuce (higher), celery (higher), artichokes (high),  
peas (scarce and high), zucchini squash (high)

San Francisco

BEST FRUIT BUYS.....Northwestern Rome Beauty apples, California Newtown  
apples, grapefruit, oranges, tangerines  
IN MODERATE SUPPLY....Lemons, limes  
BEST VEGETABLE BUYS...Onions, potatoes, cauliflower  
IN MODERATE SUPPLY....Peppers, tomatoes, broccoli, carrots and other bunched  
vegetables  
IN LIGHT SUPPLY.....Artichokes, lettuce, squash, hothouse rhubarb from  
Washington

Los Angeles

BEST FRUIT BUYS.....Oranges, grapefruit (reasonable), lemons (lower)  
Bellflower and Pippin apples (fairly low), limes  
(reasonable), tangerines (lower)  
IN MODERATE SUPPLY....Northwestern packed Delicious apples (slightly higher)  
avocados (fairly high), pears (Winter Nelis & Anjous),  
storage grapes (fairly high)  
IN LIGHT SUPPLY.....Pineapples (high), Bananas (high), cranberries  
BEST VEGETABLE BUYS...Mexican tomatoes, Spanish onions (low), cauliflower  
(reasonable), Russet potatoes, Florida Plentiful beans,  
broccoli (lower)  
IN MODERATE SUPPLY....Lettuce (high), sweet potatoes (slightly higher),  
Banana squash, celery (slightly higher), cabbage (lower  
bunched vegetables  
IN LIGHT SUPPLY.....White Rose potatoes and Bliss Triumph red potatoes,  
white summer and Italian squash (high), cucumbers  
(scarce and high), artichokes (scarce and high),  
Florida Valentine beans, green onions (high), parsnips,  
(higher), peas, (fairly high), Bell peppers (high)



Western Edition



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs



February 14, 1947

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U. S. Department of Agriculture  
Radio Service

Address inquiries to:

Information Service -- Western Area  
Production & Marketing Administration  
U. S. Department of Agriculture  
821 Market St., San Francisco, Calif.

CHERRY PIE ORDER

This isn't the time of year to sing with the poet "Cherry-ripe, ripe, ripe, I cry; full and fair ones, come and buy!" However, It's the time that more than 150 packers and processors have chosen to proclaim as National Cherry Week...specifically, from February 15th through 22nd. It may have something to do with Washington's birthday, of course, and that traditional cherry tree story.

Then again, it may be because for the first time since the war, there's a pretty good volume of processed cherries in our retail stores. Over three million cases of sour red cherries were canned from our record cherry crop last summer. This is three times the size of the 1945 pack, and a favorable contrast to the 1937-41 average of 2 million cases.

Another point...there's also about four times the volume of frozen cherries this year as last. The only catch here is that a large percentage of the frozen pack is in institutional and industrial-size containers (10 pounds or over) which won't be sold at the neighborhood frozen foods counter.

Choose Cherries for Color and Flavor

Anyway, it's a good time to talk about cherry pie, cherry tarts and other cherry confections, all of which will add interest to February menus. Cherries add a lovely note of color, as well as luscious flavor, to cookies, puddings, coffee cakes and the popular upside-down cake. They're fine in fruit cups and salads too. And here's something fresh-tasting and colorful in the way of a jellied salad...cherry juice combined with plain gelatine to make a rich, red jelly, with segments of orange or grapefruit added. It's delicious served with a whipped cream dressing and garnished with whole cherries.

If you're making suggestions for Washington's birthday parties, you may want to give some recipes for cherry desserts...such as the two following, for cherry pie and cherry upside-down cake.

Incidentally, we've learned that there's such a thing as cherry soup! It's long been a popular dish in certain areas of France, where cherries are an important part of the diet. It's really a combination of bread and water, with a little butter and dried cherries for flavor. It seems likely, though, that most of us will be happy with cherries when they're used to top off the meal...whether it's National Cherry Week or any other week in the year.

CHERRY PIE

4 cups tart red cherries  
(canned or frozen)  
2 tablespoons cornstarch  
 $\frac{1}{2}$  to 1 cup sugar (depending on  
sweetness of fruit)

2 tablespoons butter  
 $\frac{1}{8}$  teaspoon salt  
Pastry

Mix cornstarch, sugar and salt, and add to cherry juice drained from the canned or thawed frozen cherries. Cook until thickened, then add the cherries, and pour into an unbaked pie shell. Dot butter on top of the fruit, cover with a top crust or lattice strips. Bake in a moderately hot oven (375 degrees) for 45 minutes, or until well browned.

CHERRY UPSIDE-DOWN CAKE

one #2 can sour red cherries

$\frac{1}{4}$  cup water

1 cup sugar

1 tablespoon butter

Drain cherries. Boil together rapidly the sugar,  $\frac{1}{4}$  cup cherry juice and the water, until it spins a thread. Add drained cherries and again boil rapidly until it spins a thread. Melt the butter in a heavy 9" frying pan, pour in the candied cherries and allow to cool. Pour over them plain cake batter (approximately the amount for a single layer) and bake in a moderate oven (350 degrees) about 45 minutes.

ON THE COFFEE BEAM

Reports from the trade indicate that U. S. civilians are surely enjoying their coffee these days. For the coffee import year...October 1945 to September 1946..., the average per capita consumption in this country was 19.7 pounds. This is an all-time record and a two pound increase over 1944-45 use. It is certainly proof that coffee drinking, curtailed by the submarine warfare and subsequent rationing during 1942-43 to about 12 pounds per year, has bounced back and up.

Four-Fifths World Export Supply Headed Our Way

Another figure that's rather indicative of our coffee beverage preference is the amount of the total world exports of this commodity that we buy. It is estimated that the coffee for sale in trade channels in the 1946-47 coffee year will be between 25 and 27 million bags (132 pounds to the bag). That's the exportable surplus after the 38 coffee producing countries have taken care of their own domestic needs. Coffee roasted in the United States for civilian use in 1946 was about  $20\frac{1}{2}$  million bags. Thus, if purchases remain up, we'll be taking four-fifths of the world export supply this year.

Better than half of our coffee imports come from Brazil. Columbia the second source, sending us some 5 million bags. Twelve other Central and South American and Caribbean countries provide the rest of the coffee coming to our shores.



## DEMANDS FOR MEAT GRADING

Demand for Federally graded meat is well-above the pre-war level, even though wartime mandatory grading provisions are ended. As you may remember, all commercially sold meat had to be graded according to Federal standards during the war, in order that prices could be determined by OPA. From late 1942 to October 1946, while OPA regulations were in effect on meat, about 90 percent or more of our beef, veal, lamb and mutton was Federally graded. Grade letters such as AA, A, B and C which came into existence during the period of price control are not official U.S. grades. They were issued for the purpose of providing isolated packers and local slaughterers a means of identifying grades on meat when it was not possible for the Department to provide this service. Since the end of price control, these letters are not official Government terms for meat grades.

### 60% of Meat Now Federally Graded

At present, the U.S. Department of Agriculture estimates that approximately 60 percent of the commercial output of the four meats mentioned above is being graded on a voluntary basis under the direction of its Federal Meat Grading Service. This represents a volume level several times that of pre-war years.

Consumers like the service, as it assures them an established quality of meat at prices in line with that specified quality. Public institutions, hotels, restaurants, food chains and other large scale buyers find that Federal grading makes purchasing easier and more economical. Wholesalers and retailers also find it advantageous to handle Federally graded meat because they can be sure of the quality and can purchase it without personal examination.

The grading service is used for beef, veal, lamb and mutton...the meat being graded on the basis of characteristics which indicate its quality. In order of rank the grades are: U.S. Prime, U.S. Choice, U.S. Good, U.S. Commercial and U.S. Utility. There are lower grades, but these are not often seen in retail outlets.

## THE FOOD OUTLOOK

Here's the latest report on the national food situation, released on February 10th by USDA's Bureau of Agricultural Economics. Domestic food supplies for 1947 probably will be about as large per person as in 1946. Retail food prices are expected to adjust gradually downward from last November's peak. However, the average prices for 1947 are expected to be higher than for last year...that is, unless there's a sharper decline in consumer purchasing power than is anticipated.

Domestic Consumers to Receive Larger Shares of Food

Commercial stocks of most foods are larger than a year ago.... food production is likely to continue high...and imports are increasing. Domestic consumers will get a larger proportion of the total food supply this year, because of the reduction in military needs and total exports.

So far as individual foods are concerned...there will be less of the following than in 1946: lamb and mutton, dried fruits, and perhaps smaller quantities of fresh vegetables and fruits and total milk in all forms. The average consumption of fluid milk and cream, ice cream, eggs and coffee is likely to decline in 1947. On the other hand, consumers will have more beef, canned fish, canned fruits and fruit juices, sugar, dry beans, spices, cereal products and butter. No significant changes in domestic consumption are expected for other major foods, such as pork, fresh and frozen fish, cheese, processed vegetables, poultry and potatoes.

The nutritive value of the estimated food supply for 1947 is approximately the same as in 1946, and substantially higher than pre-war.

TAPIOCA COMING BACK

Tapioca, scarce during the war because our important Dutch East Indies supply was blocked off, is now beginning again to appear on grocery shelves. In October, we received a shipment of tapioca from the Dutch East Indies where this crop is grown on a large scale on plantations. We received a shipment in November from Madagascar. We also got some tapioca from Brazil and the Dominican Republic. These last two sources named were open to us during the war, but supplies from them were far short of our need as the crop there is grown on small farms.

Though we can have an occasional tapioca treat, our present supply is well under pre-war use.

Perhaps you'd like a recipe for that good old-fashioned dessert, Apple Tapioca, to pass along to your listeners. Here's one from the food specialists of USDA, which has the special virtue of being easy on the sugar supply:

APPLE TAPIOCA

$\frac{1}{2}$ cup quick-cooking tapioca	$\frac{1}{2}$ teaspoon salt
2 cups boiling water	Juice of one lemon
$\frac{1}{2}$ cup sugar	3 pints sliced tart apples
$\frac{1}{2}$ teaspoon cinnamon	

Add the boiling water to the tapioca and cook in a double boiler for 15 minutes, or until the tapioca is clear. Add the sugar, cinnamon, salt and lemon juice. Arrange the apples in a greased shallow baking dish and pour the tapioca over them. Bake in a moderate oven until the apples are tender and the top lightly browned. Serve hot or cold with plain or whipped cream. This will make about 8 servings.

HOW ABOUT HONEY

It takes the murmuring of 160 thousand bees to gather and prepare one pound of honey...80 thousand to fetch nectar to the hive...80 thousand more to wave their wings and do the other chores that turn this nectar into honey. Is it any wonder that in the land there is a murmuring of 250 billion bees...busy, boisterous, buzzing bees...scrambling like mad to meet our honey needs?

But there's a housing problem in the bee world...just as in the human world...not enough hives...these perpendicular frames that make egg-laying and honey-making a joy and comfort.

60% Less Honey Than a Year Ago

Besides housing, there's another problem...a honey shortage...and high prices to boot. Try to remember back to September of '46...happy September 27th when the ceiling went off honey...decontrol day. Right away, honey prices soared, and the producers fell over each other trying to get their honey out and marketed at the high prices. But there wasn't a great deal to market. The latest honey report, issued in mid-December, points out that there was 60% less honey than at the same time in 1945. All together, not too good a year for honey.

Other Countries are Sharing Their Supply

But now the picture brightens up a bit. Foreign honey is coming in. Shipments of dark honey are arriving from Cuba, Mexico and Guatemala. Bakers like the dark honey in particular...it's wonderful for honey breads and graham crackers and other baked things that take to the stronger flavor. A light-colored, mild-flavored honey, mostly from clover and mesquite blossoms, is coming in by the millions of pounds from the Argentine.

The sugar shortage brought about a boom in the use of honey, and this seems likely to continue...people who never used honey have learned to love it. This makes it good news that the outlook for domestic honey in '47 is on the optimistic side. The bees have had a good winter...and soon, soon, the snow will melt away from the clovers, and then the bees will poke their noses around sundry blossoms, and we shall have honey. That is, if the rains don't descend too hard...and if the housing situation takes a turn for the better. Let's keep our fingers crossed!



# FACTS ON FLUORESCENT LIGHTS

This week, while the 100th anniversary of the birth of Thomas Edison is being observed, makes it a good time to consider things electrical. One of the newer developments...and one about which people are still asking questions, is the fluorescent light.

Just before the war, many fluorescent lights were being installed, but largely in kitchens and laundries, since they weren't considered suitable for other rooms. Now, however, fluorescent lights are recommended for any room in the house. Often the tubular lights are recessed in ledges or coves, to provide a reflected soft light. And there's a new style, circular bulb, for use in fluorescent fixtures. It's available in three different diameters and wattages, for use in floor and table lamps, ceiling fixtures, bathrooms, etc.

The following questions and answers may be helpful to you in giving information about fluorescent lighting. The answers are from electrical experts of the Rural Electrification Administration.

1. Are fluorescent lights better for the eyes than ordinary electric bulbs?

Fluorescent lights are softer, with less glare. If you have the proper amount of light, with no glare, it doesn't matter whether it comes from incandescent or fluorescent bulbs.

2. Are flickering fluorescent lights bad for the eyes?

There seems to be no scientific basis for thinking they are.

3. Can an old floor lamp be converted to fluorescent lighting?

No, the lamp has to be built that way right from the start.

4. Do fluorescent lights cost more than the regular electric bulbs?

Yes and no. The initial cost for fluorescent light fixtures is higher. However, you get more light with fluorescent bulbs for the same amount of electricity. For instance, you get from two to three times more light from a 40-watt fluorescent lamp than from a 40-watt regular bulb.

The lighting experts say that many new homes are sure to have places for fluorescent lights built into the walls or ceilings. Furthermore, the new lights come in different colors...white, daylight, red, gold, green, pink and blue...eventually even more colors will be available. Fluorescent lights definitely are something to think about for anybody who's building a new home.

PACIFIC MARKET PANORAMAPortland

BEST FRUIT BUYS.....Oranges (higher), grapefruit  
 IN MODERATE SUPPLY.....Pineapples (lower), pears (lower)  
 IN LIGHT SUPPLY.....  
 BEST VEGETABLE BUYS.....Rhubarb (reasonable), potatoes, onions (lower),  
 parsnips (low cost)  
 IN MODERATE SUPPLY.....Tomatoes (wide range in quality and price),  
 Texas and California spinach, green onions,  
 radishes, turnips, beets  
 IN LIGHT SUPPLY.....

San Francisco

BEST FRUIT BUYS.....Oranges (slightly higher), grapefruit, tangerines,  
 Northwestern Rome Beauty and California Newtown  
 apples  
 IN MODERATE SUPPLY.....Lemons (slightly higher)  
 IN LIGHT SUPPLY.....Grapes (slightly higher)  
 BEST VEGETABLE BUYS.....Cauliflower (quite low), onions, potatoes  
 IN MODERATE SUPPLY.....Tomatoes, carrots, broccoli, hothouse rhubarb  
 from Washington (lower)  
 IN LIGHT SUPPLY.....Celery (higher), lettuce (higher), peppers (higher),  
 artichokes (little lower), squash (little lower)

Los Angeles

BEST FRUIT BUYS.....Bellflower (low), small oranges (reasonable),  
 tangerines (reasonable), large grapefruit (fairly low)  
 IN MODERATE SUPPLY.....Lemons (slightly higher) Northwestern picked apples  
 (slightly higher) avocados (fairly high), pears  
 IN LIGHT SUPPLY.....Storage grapes (higher)  
 BEST VEGETABLE BUYS.....Cauliflower (fairly low), cabbage (reasonable),  
 Spanish onions, Idaho Russet potatoes (slightly  
 lower)  
 IN MODERATE SUPPLY.....Carrots, bunched vegetables, green onions (fairly  
 high), broccoli, sweet potatoes  
 IN LIGHT SUPPLY.....Lettuce (high), eggplant (high); hothouse cucumbers  
 (high), celery (high), snap beans from Florida  
 (high), peas (rather high), bell peppers (fairly  
 high), asparagus (high)

Seattle

BEST FRUIT BUYS.....Oranges (higher), grapefruit (higher), Rome Beauty  
 apples and other varieties  
 IN MODERATE SUPPLY.....Lemons, avocados  
 IN LIGHT SUPPLY.....Grapes, pineapples  
 BEST VEGETABLE BUYS.....Rhubarb, bunched carrots, onions, potatoes,  
 tomatoes  
 IN MODERATE SUPPLY.....Green onions  
 IN LIGHT SUPPLY.....Lettuce, celery, California spinach, Cochella  
 Valley leeks, peppers, artichokes

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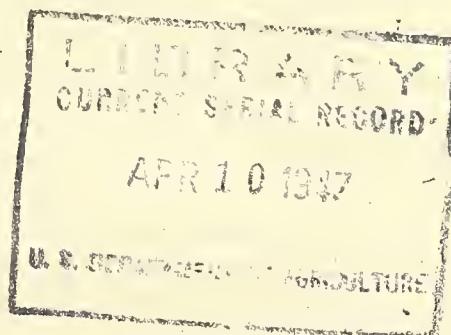
Western Edition

# Radio Round-up

A weekly service for Directors of  
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February 21, 1947

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U. S. Department of Agriculture  
Radio Service

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## LENT AND FISH

Present holdings of frozen fish will be the major source of our seafood, other than canned fish, until the fishing season gets under way during the month of April, but the country has plenty of this valuable protein food cached away. Holdings of frozen fishery products amounted to 127 million pounds on February 1. This was an increase of 10 percent over the same date last year and 46 percent greater than the 5-year average February holdings.

### Large Variety of Fish Available

There's a variety of choice. Fillets are in ample supply and are quite desirable, since all bones and skin have been removed...making this cut of fish entirely edible. Depending on where you live, you may find rosefish, cod, pollock and haddock fillets. There's also a good supply of sable fish or black cod, salmon and halibut. Fresh water species will be generally available in the areas where they are produced.

Prices of frozen fish have declined from the high level of the past two or three months...particularly at the wholesale level.

### More Canned Fish From Which to Choose

Our stocks of canned fish are in better number this year than last because government purchases have declined. However, the 1946 pack was considerably below the 1935-39 average. Pilchard and salmon packs were noticeably lower. With the supply still short of demand, prices are above former price ceilings.

## EGGS EVERY DAY

Now that the Lenten season is under way, you can be of considerable assistance to many of your listeners in their meal planning. Specific help they'll need is in preparing the main course for meatless meals. In the preceding article in this issue of Roundup, we've talked about the fish supply....so now let's consider eggs as the piece de resistance.

### Supply is Plentiful

First, as to supply...the seasonal peak in egg production is expected in March. The price per dozen should be favorable in relation to other foods, and the quality will be high. While it isn't expected that egg production for 1947 will be in the record-breaking class, there will be enough so that consumers can eat all the eggs they want this spring.

## Nutritive Value

Eggs are in the top class so far as protein is concerned... along with foods like meat and milk, valuable for building and repairing body tissues. They contain two of the B vitamins, thiamine and riboflavin...also vitamins A and D, which help protect health. The yolk of eggs is rich in iron, also contains phosphorus and other minerals needed by the body.

## Suggestions for Serving

Baked eggs are delicious and simple to prepare. Just slide the eggs into a shallow greased baking dish, Add a little milk, fat and seasonings, cover and bake in a moderate oven until they're as firm as desired. For variety, omit the milk and sprinkle the eggs with fine, dry bread crumbs, and bake until the eggs are set and the crumbs lightly browned. Grated cheese mixed with the crumbs will give fine flavor.

You might suggest a variation on the popular scrambled egg theme...for instance: 4 eggs beaten and combined with 1 cup of cooked tomatoes, seasoned with salt and pepper and cooked just the same as plain scrambled eggs. Serve them on toast.

Then there are creamed eggs...just hard-cooked eggs, cut in quarters and added to a conventional cream sauce. If there's some leftover cooked fish, this can be flaked and combined with the creamed eggs, with excellent results.

And don't overlook omelets...flat or fluffy...they're both good. There are many ways of serving an omelet, to make it seem even more important. Dress it up with mushroom sauce, tomato, cheese or Spanish sauce, or top it with creamed vegetables. Make it into a tomato omelet by using tomatoes instead of milk for the liquid. For a sweet omelet, spread with jelly or citrus marmalade just before rolling the omelet.

For an extra-special egg dish, serve a souffle...light, fluffy and tender. It can be a plain souffle, or one made with cheese, vegetables or fish.

An egg salad is always welcome. This can be the simplest style ...just sliced hard-cooked eggs with lettuce and dressing...or delicious deviled eggs. Or it can be a combination of eggs with vegetables or fish...or maybe molded in a gelatine mixture.

A bit of research on egg cookery will reveal dozens of ways of serving eggs. In fact, it will convince you that one slogan for Lent might well be "eggs every day."



WORLD FOOD NEEDS

World food import needs continue high, according to USDA's Office of Foreign Agricultural Relations. There's been little material change in the world food situation during the last month, the latest information shows. Fall sowings in Europe have been damaged by the severely cold weather, and a certain amount of reseeded will be necessary. This will probably increase the demand for wheat imports.

Transportation Curtailed by Severe Cold Weather

Recent reports received by OFAR explain that the unusually severe winter has aggravated the food shortage in large areas of continental Europe. Sub-freezing weather, snow and ice have disrupted traffic by waterways, and have hampered rail and road transport. This brought supplies of food in many cities to critically low levels in late December and January. When the weather gets better, distribution of food will improve, but the overall food situation will remain tight. Visible grain stocks in a number of countries are enough only to cover one to two months ration requirements, and not enough additional grain is expected from the 1946 harvest to make much improvement. Therefore, if the all-important bread ration is to be maintained during the next several months, there must be steady imports.

Here's a note on meat supplies in the United Kingdom. These have been reduced by a seven-week strike in the meat packing plants of Argentina, and by the low level of Canadian shipments of bacon. This brought a further reduction in January of the already small weekly rations of bacon and fresh meats. However, there was an increased allocation of corned beef which largely offset this.

The most critical food shortage is now in the Netherlands East Indies, where the main rice crop is not due until spring. The unsettled political situation still hinders internal distribution of food. Furthermore, the weather has been unfavorable for the small rice, corn and root crops normally harvested in the fall. These would ordinarily provide a large part of the diet during the 2 or 3 months before the main rice harvest.

Rice Picture More Favorable

Considering the world as a whole, the rice picture is more favorable...with the 1946-47 crop expected to be 11 percent higher than last season's short crop. The total is still 4 percent below the prewar average, however. OFAR reports that the largest production gain has been in the Far East, which normally produces about 95 percent of the world's rice. Substantial increases in China, India and Japan should help to relieve food shortages in those countries too. They're among the world's largest rice producers as well as importers.



### SUGAR IN THE HOME STRETCH

A ration coupon good for ten pounds of sugar will be validated April 1. Though this looks like a supply windfall, the amount should be carefully extended...especially if you plan to do any home canning this summer. No sugar stamps labeled specifically for home canning use will be issued this year.

#### 30-35 Pounds of Sugar Per Person Indicated for 1947

Last year, all ration book holders were allocated 25 pounds of sugar for household use. Three of the coupons at 5 pounds each were generally for table and cooking use, and 2 coupons at 5 pounds each were issued for home canning. This year, each household user will probably get 30 to 35 pounds of sugar, but must save from this amount if any home canning is done.

Sugar Stamp No. 53 expires March 31, which means it will be good only three months instead of the usual four.

### FOOD WORKSHOPS

Two industrial feeding workshop meetings have recently been held in St. Louis, Missouri, and St. Paul, Minnesota. These workshops, attended by industrial feeding experts from the U.S. Department of Agriculture, local industry representatives, nutrition committees and food authorities, attempted to solve on-the-job food problems in their respective areas.

Before the two-day sessions were held, industrial plants in each area were contacted by a workshop sponsor...in St. Louis by the health division of the city's welfare department, and in St. Paul by the Minnesota nutrition council...as to interest in a workshop and topics that should be discussed. From their responses, the workshop sessions were planned.

Three topics received attention. First, facilities and equipment for plant cafeterias and mobile food carts. Second, there were discussions on food service management. This involved kitchen and serving room sanitation, menus, recipes, use of abundant foods, the training of cafeteria employees, and cost records. The third subject was food selection...this meant a nutrition education program for the workers at the various plants.

Separate work groups, dealing with these topics, quickly brought to light local needs. In most cases, the give and take discussion by the group provided solutions for the problems of each plant. The workshops were clearing houses for industrial feeding ideas. While the various plants had different food service problems, the general conclusions about on-the-job feeding were pretty much the same. Everyone agreed that industrial feeding must be continued as a measure toward good labor-management relations.

### FABRIC FACTS

Here are some fabric facts from the textile specialists of USDA's Bureau of Human Nutrition and Home Economics:

#### For Warmth Choose -

A combination of thickness and fuzziness is good protection against the cold. Thick, woolen fabrics hold in body heat better than thin materials. A fuzzy or coarse-textured surface makes less contact with the skin, and thus encloses a layer of air warmed by the body.

For protection against a cold wind, the construction of the fabric is important. A person may actually feel warmer in a closely woven cotton coat or jacket than in a heavy, knitted wool sweater. The closely woven fabric will slow up the flow of air, while a loosely constructed wool lets the air pass through freely.

For rain protection, it's best to choose closely woven materials which have been treated so that they shed raindrops. These are usually identified by a label, both in ready-to-wear garments and by the yard.

#### For Coolness Choose -

Hot weather apparel should be made of thin, flat fabrics. The most desirable are sheer cottons and linens, which absorb perspiration readily and dry quickly.

### NATIONAL CLOTHING REFRESHER COURSE

There's a national clothing refresher course going on at the Department of Agriculture in Washington right now...attended by State Extension clothing specialists from 42 states and Puerto Rico, and by representatives of industry and government agencies. This 2-week course is being conducted by the extension service of USDA, with the Bureau of Human Nutrition and Home Economics cooperating.

You will probably be interested in notes on some of the discussions at the opening session. A. W. Telonick, President of the International Statistical Bureau, Inc., New York, forecast that the American public will spend fewer dollars and buy fewer garments in 1947 than in 1946.

#### Fibers and Fabrics

Mr. Telonick said there are no shortages in fibers or fabrics—including cotton, wool, rayon, nylon and silk—and will be no shortages of goods at the retail level beyond the next several months. Scarce items such as good, medium-priced shirts, suits, pajamas, and standard-make children's cottons will become plentiful in the latter part of the year.

(Continued on next page)



### Regarding Prices

Recent price advances have been very sharp, and the entire textile price level is exceedingly high, Mr. Telomek said...although it's still below 1920. He added that a price adjustment, presumably downward, is likely during the last six months of the year. The reason for this is that production of apparel will continue on a higher level than consumer buying.

### The Shoe Situation

Shoe production will continue almost as high as the all-time record set in 1946, said Edward L. Drew of the Tanners' Council of America, New York. 531 million pairs of shoes and slippers were produced last year, and there's enough leather for almost 500 million pairs this year. Current high prices are likely to continue, according to Mr. Drew, because of increased costs of hides, tanning materials and labor. In a comment of shoe styles, Mr. Drew observed that more shoes with closed toes and heels will soon be on the market.

### Shrink-And-Flame-Resistant Finishes

Stanley Backer, Chief of the Philadelphia Quartermaster Depot's Textile Research Branch, and two of the technologists, discussed the shrink-and-flame-resistant and other special finishes being developed by government and industry for military use. They pointed out that shrink-resistant wool socks are now on the market. And stated that a great variety of washable wool items will be available to the consuming public by 1948.

As for flame-resistant finishes, some of these can be applied to household fabrics used for drapes, cotton rugs and upholstery. Ironing-board covers can't be effectively treated, however, because the protective chemical breaks down under the heat of the iron.

### USDA Research Developments

Casein bristles for low-cost paint brushes, a peanut-protein fiber called sarelon, a corn gluten fiber called zealon, and a chicken-feather fiber called keratin, were discussed by Frank L. Teuton of USDA's Bureau of Agricultural and Industrial Chemistry. These fibers, which were developed in the Department's four regional research laboratories, are still in the experimental stage. Mr. Teuton also spoke of their research work with cotton.

The clothing specialists will spend part of their time visiting the clothing laboratories at USDA's Beltsville Research Center, the Dupont plants at Seaford and Wilmington, Delaware, the Bancroft Mills at Wilmington, the American Viscose Corporation at Marcus Hook, Pennsylvania, and will meet with the National Consumer Retail Council in New York City. On returning to their home states, they'll pass the information gained along to County Home Demonstration Agents, and local leaders.



PACIFIC MARKET PANORAMALos Angeles

BEST FRUIT BUYS.....Bellflower and Pippin apples, large grapefruit, loose  
pack lemons (reasonable), tangerines (reasonable)  
IN MODERATE SUPPLY....Oranges (higher), avocados (higher), pears, packed apples  
IN LIGHT SUPPLY.....Storage grapes (fairly high), early strawberries (high),  
pineapples (high), bananas  
BEST VEGETABLE BUYS...Mexican tomatoes and Imperial Valley tomatoes, cauliflower,  
Spanish onions, mustard greens, potatoes (higher), cabbage  
(reasonable), bunched vegetables (lower), sweet potatoes  
IN MODERATE SUPPLY....Lettuce (lower), carrots (slightly higher), Florida snap  
beans (not very good quality but lower priced), peas  
(lower but still fairly high)  
IN LIGHT SUPPLY.....Celery (fairly high priced), White Rose potatoes (higher),  
broccoli (slightly higher); white onions (rather high),  
Italian and summer squash (high), Bell peppers (higher),  
hothouse cucumbers (high), asparagus (high), garlic,  
artichokes and mushrooms (all high)

San Francisco

BEST FRUIT BUYS.....Grapefruit, tangerines, Rome Beauty apples, Newtown apples  
IN MODERATE SUPPLY....Avocados, small oranges  
BEST VEGETABLE BUYS...Broccoli, cauliflower, onions, potatoes, hothouse rhubarb  
(lower)  
IN MODERATE SUPPLY....Topped carrots, peas, rhubarb, tomatoes  
IN LIGHT SUPPLY.....Artichokes, lettuce, squash (all relatively high priced)

Portland

BEST FRUIT BUYS.....Apples (Stayman, Winesaps and Ortleys)  
IN MODERATE SUPPLY....Oranges (higher)  
BEST VEGETABLE BUYS...Cauliflower, hothouse rhubarb, dry onions (low)  
IN MODERATE SUPPLY....Lettuce (lower)  
IN LIGHT SUPPLY.....Cabbage, celery (higher)

Seattle

BEST FRUIT BUYS.....Apples, grapefruit, oranges (lower)  
IN LIGHT SUPPLY.....Fresh pineapples (high), lemons (high)  
BEST VEGETABLE BUYS...Onions, potatoes, carrots (all reasonable)  
IN MODERATE SUPPLY....Cabbage, cauliflower and lettuce (all lower)  
IN LIGHT SUPPLY.....Tomatoes

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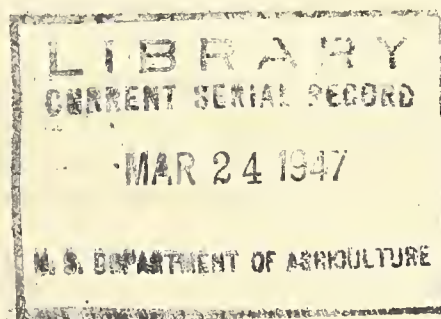
Western Edition

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

February 28, 1947

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U. S. Department of Agriculture  
Radio Service

Address inquiries to:

Information Service -- Western Area  
Production & Marketing Administration  
U. S. Department of Agriculture  
821 Market St., San Francisco, Calif.



## CAPTURED GOLD

And now something new under the sun makes its appearance. Coming out in the 1945-46 season, canned tangerine juice leaped from half a million cases to over a million.

Already, standards have been developed for this new product.... standards that will indicate the quality of the tangerine juice you buy. So, by the time the forsythia starts unfolding its yellow buds... you'll be seeing Grade A for "Fancy" and Grade C for "Standard" tangerine juice. These standards are voluntary. The Government works them out....then it's up to the packer, whether he wants to use them or not. If you don't see "A" or "C" on the wrapper, why not ask your grocer about it. It's a big help to know, at a glance, the quality of the product you're putting in your market basket.

### Specifications for Only Two Grades

Perhaps you're curious to know why Grade "B" isn't included in tangerine standards. It's because some fruits and vegetables cannot be divided into three grades. This includes spinach and tomato juice and catsup.....There are others, too where there's not enough difference to justify three grades. That's the way it is with tangerine juice.... either fancy or standard.....with anything below "C" registering "Substandard," a product that can't boast of its quality.

Tangerine juice started when Florida growers found themselves with more tangerines on hand than could be shipped out of the State. Last year, the crop was a little over four million boxes. This year, it's indicated at nearly five million boxes. Tangerines are so popular, that it seemed a shame just to enjoy such a short "season in the sun." So into the can, the growers decided the tangerine would go.

### Better Canning Techniques Being Developed

It wasn't all fish and chips for the tangerine extractors. Not in the beginning, anyway. They ran into trouble...mainly off-flavors. Now they've developed better processing techniques. And it looks like the sky's the limit for this new product.

Not only does it provide a channel to siphon off the excess tangerine harvest....it also gives consumers a new citrus drink. One that's delicious and nutritious...heady....keeps well, and can be endowed with an "A" or "C" rating. What else can we ask for?



LETTUCE MILEAGE

There should be an adequate amount of lettuce available in the Western Area for the next few weeks. The Imperial Valley of California has been supplying the nation with this vegetable, but the season in the Valley is tapering off. The cold weather during January caused slow growth, but with the higher daily temperatures since the first of February, the fields have responded quickly. Up to now the heads have been quite small, but at present markets are carrying more of the larger size, the so-called 4-dozen. This simply means that each crate holds 4 dozen heads. There was less acreage planted to winter lettuce in this growing area this past year.

The Phoenix and Yuma districts of Arizona are just starting to ship lettuce in large volume, with the peak expected about March 15. While the cool weather there delayed growth, a period of higher temperatures is expected to remedy this.

Following the Arizona crop, Kern and Tulare counties in California start turning out their production of spring lettuce. As growth was delayed by that same cold spell, it is expected that the start of the harvest will be a little later this year than usual. There has been a sizeable reduction in acreage in this area compared with last year.

"The Salad Bowl of the Nation," the Salinas Valley, contributes lettuce to the West and the nation next. There won't be any appreciable volume from this locality until after the middle of April .. and exactly when the harvest starts will be dependent on weather conditions the next 30 days.

In addition to lettuce for our salads, we also have romaine. This has slender green leaves and a long, rather than a round, head formation. This will appear in good supply from the Coastal regions of California from April on.

The price of lettuce is tending to go down slightly at the moment and, based on previous experience, may go higher again until we hit the peak of the marketing from the coastal regions.

Thanks to modern transportation systems and artificial ice, lettuce is now available in most markets the year round. Lettuce, grown in winter garden areas, is packed in crates with crushed ice between the layers. Additional ice is packed around the crates in refrigerator cars. Thus lettuce, packed in California or Arizona, reaches the most distant Eastern markets in fine condition after a lapse of 11 to 13 days.

### POINTS ON PLENTIFULS

In the February 7th issue of RADIO ROUND-UP we told you about the foods on the plentiful list for March. You may want to feature these from time to time in your menu plans, so here's the list again: potatoes, oranges and canned orange juice, grapefruit and canned grapefruit juice and segments, peanut butter, eggs and turkeys.

Potatoes have been moving to market in large quantities for the past few months, and will continue to be generally available in all areas. Arizona, Imperial Valley and Texas are busily shipping grapefruit from this year's bumper crop. The pack of canned grapefruit segments was large and there will be an abundance of this, as well as of canned citrus juice. We don't need to worry about having plenty of oranges for the breakfast appetizer as there is an excellent crop being harvested, too. At the present time, small oranges are apparently the best buy.

The production of eggs is expected to reach its peak during April but supplies will be excellent during March. Although farm poultry flocks are 6 percent smaller than a year ago, the hens set a new record for the month of January, laying over four and a half billion eggs.

There were approximately twenty-nine million pounds of turkey in storage in the three Pacific Coast States alone on February 1, with a larger than usual number of heavy birds particularly suitable for restaurant, hotel and institutional use, as well as for big family parties. Here in the West, you will also find a good supply of small turkeys.

### LOCK, STOCK AND INSPECTOR

This story is about inspection of cheese. But before we talk about cheese, there's a little background that should be dubbed in. So hold on, or hop on, and when we come back to cheese, we hope you'll still be with us.

The U.S. Department of Agriculture offers a service known as continuous inspection service. . . has been offering it since the 1920's. It's a voluntary service . . . available to any plant that is willing to pay for it. Right now, there are approximately 80 processed fruits and vegetables that are packed under continuous inspection.

This service means that the government has a crew of inspectors on tap. One of these inspectors is assigned to the plant that has requested continuous inspection. The inspector becomes a resident at the plant. . . stays there continuously throughout the whole processing operation, checking the raw materials, checking the plant equipment, checking the sanitary conditions. Inspectors keep a keen, trained eye on the product, the people, and the equipment. If everything meets his approval, the product comes out of the plant wearing a shield on which is inscribed the following legend: "Processed and packed under continuous inspection of the U.S. Department of Agriculture."

Now let's go back to cheese. During the war years, when the government agencies were purchasing various commodities for lend-lease, and UNRRA and for the armed services, cheese was manufactured under the Department's continuous inspection service. Right there and then, this service sold itself, lock, stock and inspector.

(Continued on next Page)



Remembering how valuable continuous inspection proved during the war, one big dairy company, has been using it in all its regular, commercial production. This means that every package of processed cheese that leaves its portals wear the USDA shield . . . the very same shield that so many homemakers know so well, and have been seeing for years on many of their canned fruits and vegetables.

### NATIONAL 4-H CLUB WEEK

National 4-H Club Week is being observed from March 1 to 9, as you may know. The state club leaders have selected the theme... "Working Together for a Better Home and World Community."

You may be planning an interview with some of the 4-H Club leaders in your community, and here are a few facts which would be helpful in writing such an interview.

Boys and girls between the ages of 10 and 12 are eligible for membership. They must agree to "learn to do by doing" some phase of farming, homemaking or community activity, under the guidance of cooperative extension workers and the local leaders trained by them. Each club elects its own officers from its membership and conducts the affairs of the club through democratic procedure. Club members plan the program, select their own demonstrations, discuss problems of their communities and work out ways to help solve them.

Membership in the 4-H Clubs last year was nearly 1,700,000. Over 178,000 men and women served as voluntary local leaders of clubs. About 11 million American men and women have been 4-H Club members in their youth. 4-H Club work is a part of the national system of cooperative extension work in agriculture and homemaking, in which the U.S. Department of Agriculture, the State Land-Grant Colleges and the counties participate.

In proclaiming National 4-H Club Week for 1947, President Truman said: "...4-H Clubs have become an outstanding influence in developing the cultural, social and recreational, as well as the practical aspects of modern rural life. As a character-building influence they are unsurpassed."

### SHELLFISH BILLING

Oysters are in better supply at fish counters now than for the past two years at this date. They're still short of demand though because floods in the South and recent cold weather have retarded production. With the strong demand, prices are fairly high. And as during the war, most oysters will be sold in fresh or frozen form.

This favorite shellfish grows along the Atlantic and Gulf Coasts...from Cape Cod to Texas...and on the Pacific Coast, principally along the coast of the State of Washington. As for size, the Atlantic Coast or Eastern oyster is midway between the tiny Olympia oyster of Puget Sound and the enormous Pacific or Japanese oyster. The meat of the Olympia oyster is about as big as a man's thumbnail. The Japanese oyster may get to be ten inches long. Eastern oysters, though they might attain a length of six or eight inches, are marketed smaller. When sold in shucked form, oysters are classified as: standard, select or counts. "Standard" or small oysters are popular for stewing and for cocktails. "Counts" or the large oysters are generally fried, and "select" or mediums can be used for frying, stewing or for cocktails.

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It might be of interest to you to know that the oyster industry is holding a series of meetings in states along the Atlantic and Gulf Coasts to step up oyster production. Lack of labor and equipment during the war meant that many oyster beds could not be attended and cleaned. Steps are now being taken to restock the beds and enforce conservation laws so that production can be increased.

### FISH ON THE TABLE

We gave you a report on fish supplies in last week's RADIO ROUND-UP. Now, here are a few suggestions from the Fish & Wildlife Service of the Interior Department regarding fish cookery, which you may like to pass along to your listeners.

They point out that while each section of the country favors certain species of fish and certain recipes, nevertheless the basic rules for fish cookery are few and easy to follow. Therefore, the meal planner shouldn't limit herself too much on her fish purchases, but go ahead and take advantage of the wide variety of fish products she may find in her markets. For example, salmon, cod, halibut and many other kinds of fish can be prepared by the same recipe, and will be equally appetizing. Here are some specific instructions about basic methods of fish cookery.

#### Frying

Frying fish has long been a popular method of cooking. Cut it into serving portions, salt on both sides, and let stand for about ten minutes to absorb the salt. Then dip the pieces in liquid -- beaten egg, milk or water -- cover with some dry cereal, such as cornmeal, or flour, cracker crumbs or bread crumbs. One recommended method is to dip the pieces of fish in water and roll in a mixture of  $\frac{1}{2}$  cup of sifted dry bread crumbs and  $\frac{1}{2}$  cup of flour.

For pan frying, use a heavy cast-metal frying pan containing about one-fourth inch of fat, hot but not smoking. Place the fish in the pan, cover, and cook at moderate heat, turning when brown. In view of the continuing shortage of fats and oils, you probably will not want to suggest deepfat frying, so we won't bother to include information about this.

#### Broiling

Either fillets or steaks are fine for broiling. Wipe the fish, salt on both sides, and let stand for about 10 minutes to absorb salt. Grease a shallow pan and lay the fish in it with the skin side down. If the fish is oily, no additional fat is needed; otherwise, add enough to season well. Place fish under the flame in a preheated broiler at moderate heat (350 to 375 degrees), and cook for 20 to 30 minutes. If the fish is large and thick, heat it for 15 to 20 minutes in a moderate oven before placing it under the broiler flame.

(Continued on next Page)

Baking

Steaks of fillets also may be baked, and here's a good way of doing it. For three pounds of fish, you'll need  $\frac{1}{2}$  cup melted fat, 2 tablespoons lemon juice and 1 teaspoon minced onion. First, salt the fish and let it stand, as outlined before. Then combine the three ingredients mentioned, and dip each piece of fish into the mixture; place them in a greased, shallow baking dish, pour the rest of the fat over the top, and bake in a moderate oven (350 to 375 degrees) about 25 minutes. If not brown enough, place under the flame of the broiling oven. Sprinkle the fish with chopped parsley and serve from the baking dish.

For an extra-special fish dinner, a whole fish can be stuffed and baked. Planking is another fine way of serving fish, and can be used for any fish suitable for either baking or broiling. In this case, the cooked fish is placed on the table without being transferred to a platter, you know. The plank should be put into a cold oven and preheated with the oven. When it's hot, remove it and oil thoroughly; then place the fish on it and proceed as directed for broiling or baking.

Broiling or Steaming

Fish, like meats, should be simmered, never boiled. Lean fish, rather than fat are preferred for this method of preparation, because the flesh has less tendency to fall apart. The fish can be protected further from breaking by using a wire basket, a perforated pan, or by wrapping in cheesecloth. To boil, place one layer of fish cut into suitable pieces for serving in a basket or perforated pan. Lower it into simmering, salted water, cook about 20 minutes or until tender, remove and drain. Serve hot with a rich, bright-colored sauce.

To steam fish, cut into serving pieces, salt on both sides and let stand for ten minutes. Place fish, one layer deep, in a well-oiled steamer, and let cook about 20 minutes, or until tender. Serve hot with a seasoned butter dressing, or with tomato or egg sauce.

Flaked Fish

If boiled or steamed fish is left over, it may be flaked and stored in the refrigerator until the following day. These fish flakes may be combined in many ways with other ingredients, to give a pleasing variety to the menu.



PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....(Arizona and Imperial Valley) grapefruit (fairly low),  
tangerines, Pippin and Bellflower apples (fairly low),  
loose packed lemons (reasonable), limes (fairly low)  
IN MODERATE SUPPLY....Oranges (higher), avocados (fairly high)  
IN LIGHT SUPPLY.....Storage Emperor & Ribier grapes (rather high), pears,  
Hawaiian pineapples (high), kumquats (high)  
BEST VEGETABLE BUYS...White cabbage (reasonable)  
IN MODERATE SUPPLY....Lettuce (lower), celery (fairly high), sweet potatoes,  
peas, bunched vegetables (reasonable), banana squash,  
(moderately priced), cauliflower (reasonable), Russet  
potatoes (slightly higher), Spanish onions (medium sized),  
Washington hothouse rhubarb (lower), spinach, carrots  
IN LIGHT SUPPLY.....Red cabbage (rather high), garlic, mushrooms, artichokes  
and asparagus (all high), tomatoes (higher), white summer  
and Italian squash (high), White Rose potatoes (rather high),  
large Spanish onions, white Globe onions (rather high),  
Bell peppers (high)

San Francisco

BEST FRUIT BUYS.....Grapefruit, small oranges, California Newtown apples,  
Northwestern Rome Beauty apples  
BEST VEGETABLE BUYS...Broccoli (quite low priced), cauliflower (slightly higher),  
onions (lower), potatoes (slightly higher)  
IN MODERATE SUPPLY....Asparagus, peas, spinach (lower), carrots, rhubarb  
IN LIGHT SUPPLY.....Artichokes, lettuce, tomatoes

Portland

BEST FRUIT BUYS.....Small oranges, grapefruit, apples  
BEST VEGETABLE BUYS...Onions, cauliflower, cabbage, potatoes, rhubarb, parsnips,  
topped carrots, beets and turnips  
IN MODERATE SUPPLY....Spinach, tomatoes (high), lettuce (high), summer squash  
(high), green onions, mustard greens

Seattle

BEST FRUIT BUYS.....Apples, grapefruit (lower), oranges (lower)  
IN MODERATE SUPPLY....Avocados (higher)  
IN LIGHT SUPPLY.....D'Anjou pears, lemons (high), pineapples (slightly lower)  
BEST VEGETABLE BUYS...Cabbage, lettuce and broccoli (all lower)  
IN MODERATE SUPPLY....Celery, root vegetables  
IN LIGHT SUPPLY.....Asparagus (high), green peppers



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**Western Edition**



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

March 7, 1947

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U. S. Department of Agriculture  
Radio Service

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EGG EXPLANATION

There will be eggs a-plenty this month, though the recent cold weather has slowed things down a bit along the production line. By the first of April we'll be approaching the peak of egg supply, as you know, but even now, production is ahead of consumer demand in most places. For this reason, USDA's Production and Marketing Administration is trying to give eggs a slight "push," especially during the period from March 6 to 15. You see, military, foreign and storage requirements are down from last year, and production is up, all of which means there are more eggs than usual available for the American consumer.

Some Hints on Storage

As background material for any egg data you may be including in your programs at this time, here are some hints on storage, from the food specialists of the Bureau of Human Nutrition and Home Economics.

They urge that you treat a good egg right by storing it under proper conditions. These conditions, in three words, are: clean, covered, cold.

Eggs with clean shells keep best. Wipe off soiled spots with a damp cloth, but don't wash eggs until just before you use them. When eggs are first laid, the shells are covered with a film known as the "bloom" which seals the pores and helps keep out bacteria and odors. Washing removes this protective film.

Store eggs in a covered bowl or pan, away from strong-smelling foods. Believe it or not; without a cover, eggs lose moisture faster and are more likely to absorb odors.

Keep eggs in the refrigerator or other cold place. When they're stored at room temperature, eggs may lose as much quality in 3 days as those kept 2 weeks in a good refrigerator.

If any eggs have cracked shells, use them first.

To keep leftover egg yolks or separated whites until they can be used, place yolks in a dish or cup and add just enough cold water to cover. Put egg whites in a jar or dish and cover tightly. Be sure to keep them cold.

SCIENTIFIC OK ON HAM AND ....

Just in case you ever feel the need for justifying ham and eggs you may be interested to know that science has pronounced a blessing on the partnership. Scientists of the Bureau of Animal Industry, USDA, explain that there are very good reasons why ham and eggs are an efficient and satisfying food combination. One is because the proteins of these foods supplement each other so well that they supply more nourishment when eaten together than when they're eaten separately. Tests made by the Bureau involving these and other protein foods have proved this. Previous experiments had shown that the protein in pork enhanced the value of bread eaten with it. And now it appears that the protein of eggs enhances the value of the protein in pork when they're eaten together...as in ham and eggs.



## PINEAPPLE POSSIBILITIES

There's one fine way to bring a tropical touch into late winter meals, and that's with pineapple. And we don't mean fresh pineapple....it's the canned variety we're talking about. You've probably noticed a good deal more of it in your favorite stores since the first of the year, and it's a welcome sight too. The marketing specialists of USDA tell us that there's even more coming into the country than in pre-war days. As you know, canned pineapple, (most of which is imported from Hawaii), was a wartime casualty, and one that practically everybody regretted. It's one of the most adaptable of fruits...fits into the menu at every meal of the day. Even though you're probably paying more for it than you did before the war, when you stop to consider its versatility, you realize you're getting your money's worth.

### Serving Suggestions

At breakfast, serve pineapple juice plain or in a mixture with other juices. At lunchtime, let the salad feature pineapple. It can be the popular combination of pineapple and cheese or a delicious mixture of fruits. When dinner plans are under way, don't overlook the delectability of pineapple as a relish with the meat course. And, of course, when it comes to desserts, there are several which the most conservative person would classify as luscious. The glamorous upside-down cake, for instance, made with plain cake or, for variety, with gingerbread...pineapple pie, pudding, or sherbert...these are only a few dessert suggestions. You probably have some good ideas of your own to pass along to your listeners.

### Crushed Pineapple VS Sliced

Incidentally....here's a hint about crushed vs sliced pineapple. You'll find that the flavor of the crushed or grated fruit often is better than that of the sliced. This is because it's made of the outside trimmings from the slices, and this outer flesh of the pineapple is the sweetest and most highly flavored. It has the further virtue of being lower in price, and can be used in many similar ways, in both salads and desserts.

### Frozen Pineapple Increases

And here's another note from those USDA marketing specialists. This one about the increase in the amount of frozen pineapple. The quantity packed in the United States in 1946 was about three times the 1944 pack, most of it coming from Texas, Louisiana and Florida. Only about one-third of the pack is in retail size cartons, the rest of it going largely to bakers and manufacturers of ice cream and preserves. The frozen pineapple is particularly delicious, however, because freezing seems to capture more of the fresh flavor. And since it's packed in a sugar syrup, it requires none of the family sugar supply to be used as is, or as a sauce for ice cream, pudding or cake.



### FOOD PLentiful FOR APRIL

Foods that will be in the menu headlines for April because of their availability across the country are:

- Potatoes
- Citrus fruits (both fresh and processed)
- Dried peaches
- Peanut butter
- Eggs
- Fresh and frozen fish (excluding shellfish)
- Heavy tom turkeys

### WORLD FOOD SITUATION STILL SERIOUS

The food situation is still serious in some parts of the world, according to the final scheduled report on 1946-47 food prospects of USDA's Office of Foreign Agricultural Relations, released this week. This is supplementary to our Round-Up story of February 21st.

There's been a slight gain in food production, and fewer countries are in acute need of food. However, in several countries, the present low level of rations will have to be reduced sharply unless they receive large imports before the next harvest.

The most serious European food shortages are in Germany, Austria, Rumania, and the Soviet Union. Food supplies in certain parts of the Far East also are still seriously low, in spite of increased rice production.

The expiration of UNRRA is making it necessary for several countries formerly receiving relief to make arrangements for financing future imports wherever possible. Wheat, flour, rice, sugar and vegetable oils are likely to be in particularly strong demand.

Much more food is expected to be exported to the countries in need during the first half of 1947 than was sent in the last half of 1946. The volume may even exceed the spring months of 1946.

#### Breaking Down the Statistics....

Grain: A larger proportion of the supply shipped from the U.S. and Argentina will be corn and food grains other than wheat, because there are larger supplies of these in those two countries.

Sugar: Exports during 1947 will be substantially larger than a year ago, because of increased Caribbean production, but not as much as there would be if we had adequate supplies ourselves.

Vegetable Oils: Only a gradual improvement in supplies of these is in prospect. Therefore, only a moderate increase in exports is expected during 1947.

MACARONI ENTREE

There should be no scarcity of macaroni, spaghetti and noodles in the months immediately ahead. Our 1946 durum wheat crop, from which these specialties are made, was the largest in three years and of fine quality.

Durum wheat is a very hard spring wheat...not satisfactory for bread making. But when millers learned how to grind it into a granular product called semolina, they found that durum wheat made the finest of macaroni and spaghetti. These durum products have the special qualities of cooking to tenderness quickly, yet holding their characteristic shapes.

The best grades of macaroni and spaghetti are made from semolina, the choice inner portion of the grain ground to the granular consistency of table salt. When semolina is ground finer, it becomes durum wheat flour, from which quality noodles are made. If all our durum wheat were used to produce semolina only, there would not be enough to supply the manufacturers of macaroni and spaghetti. So millers are making a product consisting of semolina and some durum flour. In other words, we have more durum products with no ill effects on macaroni.

SPEAKING OF SPAGHETTI

Spaghetti and macaroni are grand helper-outers in Lenten meals. Here are some ideas you may like to pass along to your listeners:

- . Shrimp or crab, creamed and served on mounds or in little cups of spaghetti or macaroni.

- . Left-over flaked fish, canned salmon, or tuna, extended with a white sauce and elbow or shell macaroni.

- . Hard-cooked eggs, mixed with cheese sauce and macaroni, placed in a baking dish, topped with bread-crumbs, and baked until brown.

- . Cabbage, spaghetti and cheese sauce scalloped together... just alternate layers of these in a buttered baking dish...cover the top with buttered crumbs and bake.

- . And, of course, there's always the old and delicious standby... macaroni or spaghetti, baked with cheese and/or tomato.

NOTES ON KP DUTY

Most of us spend a good part of our lives trying to make every minute count, and one way in which the busy homemaker can do this is to make every motion worth while. Actually, it would pay most women to spend a little time analyzing the way in which they do their housework... particularly such jobs as dishwashing...to find out whether they're being efficient about it.

A Dish Washing Analysis

The Agricultural and Home Economics Extension Service and the State Agricultural Colleges have made some studies of this kind, and are trying to help women get their housework done quicker, more efficiently, and with less fatigue. For example, the home economists analysed dish washing operations by asking questions like these: What motions can I leave out? What parts of the task can I combine? Do I keep both hands working? Is everything within easy reach? What tools would make the task easier?

Results of the Studies

Here are some of the suggestions made by the economists as a result of these studies: Use a tray to carry the soiled dishes from the table to the sink. Put pots and pans to soak during the meal, so that it won't require so much work to clean them...or wash them immediately, if possible. Use waxed paper in baking dishes, to make cleaning easier. Wipe greasy pans with a paper towel...and of course, keep the towels handy to the sink.

Washing dishes from the right to the left takes the fewest motions for a right-handed person. It's simple to rinse and stack the dishes on the right of the sink, or of the dishpan. Then wash, rinse and drain the dishes on the left of the sink. Rinse them in very hot water, boiling if possible, so that they'll dry fast. A spray attached to the faucet is a good method. If a pan of boiling water is used for rinsing, the dishes can be taken out easily with vegetable tongs. While the dishes are drying, wipe the glasses and silverware. Then, if the cupboard is just above the drain board, the dishes and glasses can be put away in short order.

(Continued on next page)



### Store Foods In Baking Dishes

Another idea from the extension specialists for simplifying dishwashing is using baking dishes in which the food can be served at the table. This means that any leftovers can be stored in the refrigerator in the original baking dish.

And by the way, they make a suggestion that would probably shock our grandmothers...that in the small family, there might be just one dishwashing period per day. This depends on the supply of dishes, size of the kitchen, etc.

### Height of Sink Important

Another factor in the amount of fatigue from dishwashing is the height of the sink. If it's too high, a woman stretches her muscles and tires herself; if it's too low, she has to stoop. A sink can't be moved very easily but something can be done to help. For a low sink, a wooden rack under the dishpan will help. If the sink's too high, perhaps she can get her husband to build her a platform to stand on. Anything that's good and solid, so it will bear her weight, will do.

And of course, here's a suggestion that will appeal to you radio women...that the homemaker listen to her favorite radio program while she's doing the dishes...puts her in a better frame of mind, they say.

### SPRINGTIME WALNUT TIME

About 90 percent of the English walnuts grown in the United States are produced in California, with practically all the remainder being grown in Oregon and Washington, so it is of interest to know that considerable effort is being expended to move last year's crop into consumer channels. Naturally, the bulk of the crop has been moved to the large population centers in the East and Middle West and consequently the effort to interest consumers in using and buying more in-shell walnuts will be concentrated there. But, that doesn't mean that we should neglect this excellent food here in the West as there is an excellent supply on hand here, too.

### Walnuts Rate High Nutritionally

As far as nutritive value is concerned, walnuts have plenty of sales talk. They, like other nuts, are in group five of the basic seven foods... along with meat, poultry, fish, eggs, dry beans and peas. They're a source of protein, and an outstanding source of fat. Walnuts are about 60 percent fat thus providing calories for energy. Walnuts also provide B vitamins and a little iron and calcium.

PACIFIC MARLET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Small oranges, grapefruit, Bellflower and Pippin apples, tangerines (reasonable), limes (reasonable)  
 IN MODERATE SUPPLY....Rome Beauty apples, lemons, pears, avocados (fairly high), bananas  
 IN LIGHT SUPPLY.....Strawberries (high), kumquats (high), storage grapes (high), Hawaiian pineapples (high)  
 BEST VEGETABLE BUYS...White cabbage, mustard greens, low grades of celery, medium-sized Spanish onions, No. 2 potatoes, cauliflower, bunched vegetables (reasonable)  
 IN MODERATE SUPPLY....Lettuce, carrots (slightly lower), peas (lower), sweet potatoes, Idaho Russet Potatoes, broccoli  
 IN LIGHT SUPPLY.....Best celery (high), asparagus (high), Italian and white summer squash, tomatoes (higher), artichokes, garlic, mushrooms and Bell peppers (all rather high), hothouse cucumbers (high)

San Francisco

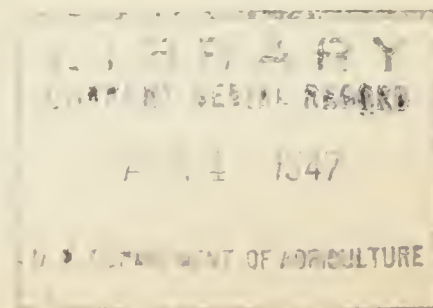
BEST FRUIT BUYS.....Small oranges, grapefruit, California Newtown apples  
 IN MODERATE SUPPLY....Lemons, avocados (higher)  
 BEST VEGETABLE BUYS...Cauliflower (low priced), onions (low priced), potatoes (slightly higher), spinach (lower)  
 IN MODERATE SUPPLY....Artichokes, asparagus, broccoli, cabbage, peas, mushrooms  
 IN LIGHT SUPPLY.....Celery, squash, peppers and tomatoes (all rather high)

Portland

BEST FRUIT BUYS.....Apples (higher), oranges (higher)  
 IN MODERATE SUPPLY....Bananas, avocados  
 BEST VEGETABLE BUYS...Onions, potatoes, rutabagas, parsnips, cabbage (lower), rhubarb (lower), green onions  
 IN MODERATE SUPPLY....Cauliflower, celery, lettuce and tomatoes (all slightly higher), artichokes (lower)  
 IN LIGHT SUPPLY.....Local spinach

Seattle

BEST FRUIT BUYS.....Grapefruit, small oranges, apples (higher)  
 IN MODERATE SUPPLY....Large oranges (higher)  
 BEST FRUIT BUYS.....Dry onions, head lettuce from California and Arizona  
 IN MODERATE SUPPLY....Spinach, asparagus  
 IN LIGHT SUPPLY.....Broccoli



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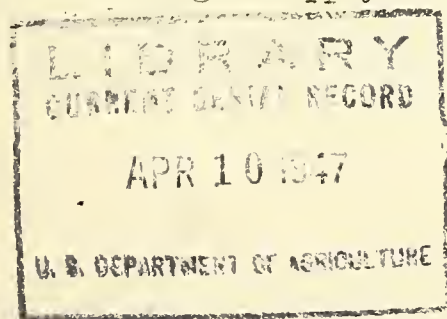
**Western Edition**

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

March 14, 1947

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U. S. Department of Agriculture  
Radio Service

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821 Market St., San Francisco, Calif.



TO THE WOMAN BROADCASTER

The editors of Radio Round-Up want to take this opportunity to express appreciation for being able to attend the Fourth Annual Convention of the Association of Women Broadcasters of the NAB, in New York City March 7-9.

We in the U.S. Department of Agriculture realize the power you women broadcasters have in guiding your listening audiences. You have done a great deal to inform women of the latest nutrition findings, food supplies, better buying habits, fashion trends and homemaking skills.

In our conversation with members at the convention, we were pleased to find that Radio Round-Up is helpful in daily programming. Radio Round-Up came into existence in June 1942, a month after AWB was born. In fact many of the women broadcasters who helped get the association under way were the first to ask for current information on the war food situation. And Radio Round-Up was launched to meet the requests.

We hope the mutual cooperation we have enjoyed for almost five years will continue.

WELCOME THE WALNUT

Here's a follow-up on last week's ROUND-UP story about walnuts in the shell, presenting some ideas you may like to include in broadcasts. Home-makers will be wise to make good use of them, as they're a delicious and nourishing food, and should be regarded as such, rather than just as a between-meals snacks.

We gave you a statement as to nutritive value last week, mentioning the high percentage (60%) of fat which walnuts contain. USDA food specialists point out further that fat does more than provide calories for energy....since it digests slowly, the meal "stays by you" longer. Also, fat performs certain functions for health and well-being which no other kind of food can take over.

Uses

Walnuts are welcome additions to many main dishes, salads and desserts.... they help make sometimes uninteresting foods more acceptable and more nourishing.

Add chopped nuts to biscuits, muffins, waffles or cookies for extra flavor and a crisp note. A good allowance is from  $\frac{1}{4}$  to  $\frac{1}{2}$  cup of chopped nuts to each cup of flour. Nuts added to plain cake or cottage pudding batter make it more interesting and richer in flavor. In a cake batter, the proportion of  $\frac{1}{4}$  cup of chopped nuts to each cup of flour is usually about right.

(NOTE: Nuts in a baked mixture tends to absorb moisture and make the finished product dry. To avoid this, when using a large proportion of nuts, place the nutmeats first in boiling water for a few minutes; then drain and add them to the mixture in the usual way.)

Nearly everybody likes nut breads, and these have, in addition to the usual food value of the bread, the additional protein and fat value of the nutmeats.

The protein value of a meal may be increased considerably by adding nutmeats to vegetable loaves and other main dishes. When it comes to sandwich fillings...combine nuts with cheese, dried fruits and chopped meat for delicious results.

Nuts are super in salads...mixed with the other ingredients, or sprinkled over the top. Two fine ways to incorporate nuts in salads is to take cheese balls or slices of banana, dip them in mayonnaise and then roll them in chopped walnuts.

A Note on Nut-cracking

Walnuts are ordinarily easy to shell...many may be cracked just by squeezing two walnuts together in the hand. To bring out large meats, the nut may be placed on a flat, thick block of wood and hit lightly with a hammer on the sides or shoulder. Do not pound the ends.

Nut Mathematics

A pound of English walnuts in the shell equals about  $1\frac{1}{2}$  cups halved kernels.

### MARCH 10 CROP REPORT

The latest report of USDA's Crop Reporting Board is a generally favorable one, stating that virtually all signs point to an excellent producing season in 1947. To summarize it, we can hardly do better than quote the first paragraph:

"The 1947 crop season appears to be starting normally, in contrast to the last two seasons when crops at this date were farther along than usual. Winter wheat is greening up in the southern great plains, but in northern areas from the East to the Rockies it was still under snow on March 1. Apparently it has nearly maintained the excellent prospects shown when it entered winter dormancy. During February, spring work made good progress in the South and a small acreage of spring grains was sown as far north as Missouri, Kansas and Eastern Colorado. The cold weather had the favorable effect of slowing growth of grains, and preventing premature development of fruit buds. On the other hand it caused severe damage to both citrus and truck crops. Soil moisture throughout the country is mostly satisfactory and irrigation water supplies ample, except in Arizona, New Mexico and adjacent areas. Because of the long, favorable fall, farm work was well advanced and farmers are in a strong position as they face the new season. Virtually all signs to date point to an excellent producing season in 1947."

### THAT FLORIDA FREEZE

Here's the answer to any questions you may have about the effect of the February freeze on Florida's citrus crop. This information is from the March 10 report of USDA's Crop Reporting Board.

Florida's 1946-47 citrus crop sustained severe and extensive damage from freezes early in February. Damage was greatest in groves on low ground in the interior of Florida. On the west coast and lower east coast damage was slight. Present conditions indicate that about 8 million boxes of oranges and 3 1/2 million boxes of grapefruit have been lost as a result of the freezes.

The total U.S. citrus production for 1946-47 is now forecast at about 192 million boxes, 5 percent above last season's crop, and 44 percent above the 10-year average.

### COLD HIPS WINTER VEGETABLE CROP

Rounding out the supply picture concerning fresh foods, here's a summary of the commercial truck crop situation, as reported this week by USDA's Bureau of Agricultural Economics.

(Continued on next page)



That cold wave in Florida hit the southern truck farms as well as the citrus groves, BAE says. There were several days when temperatures went below freezing over most of the southern producing areas, which retarded development and further reduced the winter vegetable production. California is the only state where vegetable crops showed improvement, and even there, some damaging effects of the January cold wave still may be observed in many winter vegetable fields.

On March 1, the prospective production of commercial vegetables in the winter producing states was 7 percent below the February 1 estimate, and 12 percent less than last year. It's 15 percent above the 1936-45 average, however.

Following the freezes, replanting was hampered by losses of plants and damage to seedbeds. Cold weather everywhere except in California, and the frequent and excessive rainfall in Florida, have prevented proper germination and delayed the growth of new plantings.

#### BUSINESS OUTLOOK FOR '47

In view of the fact that around four-fifths of the nation's money is spent by women, we believe women broadcasters will be interested in a report recently released by USDA economists. This compares business activity following the two world wars, and makes a prediction for the rest of 1947. Here's a brief summary.

Incidentally, in making the comparison, it should be remembered that present circumstances differ widely from postwar conditions in 1919. We're now able to produce much more in the way of consumer goods, and our technological and economic development is much greater. Both periods had certain things in common, however... a rapid increase in prices and reduction in consumer purchasing power. This reduction may become a major factor in limiting the demand for goods and services in the coming year.

#### Downturn in Overall Business Activity Expected in Near Future

Already, as you know, department store sales appear to have leveled off, prices of several commodities apparently have reached their peak, and some commodity prices have come down. On the other hand, the need of housing, automobiles and other durable goods is great, and this may help to keep up production this year. However, the economists see a downturn in overall business activity sometime in the near future, perhaps during the latter part of 1947. In all probability, this will be due largely to the steady decline in the purchasing power of salary and wage earners.

There are some further differences between the two postwar periods. The government now is committed to support prices of many farm products at not less than 90 percent of parity through 1948. This may cushion the decline in farm prices. Also, it is now a national policy to create and maintain conditions of high employment, production and buying power.

(Continued on next page)

These policies, along with the real need for many new goods, plus the demand from other countries, should help to limit the effects of a recession.

#### FINAL REPORT ON CLOTHING REFRESHER COURSE.

Remember that national clothing refresher course we told you about in the February 21st Round-Up? Well, here's a further report on reactions of the State Extension Clothing Specialists who attended the two-week course, after meeting with industry groups. The final session was held in New York City with the National Consumer Retailer Council.

It was pointed out frequently that manufacturers wish to put on the market the kind of merchandise consumers want. The specialists, feeling that they represented farm families, made certain recommendations.....which seem to coincide with wishes often expressed by city consumers as well.

#### Better Fit and Better Finishes Wanted

The 52 clothing specialists said that American farm families want clothes that won't lose their fit when washed, clothes that neither shrink nor stretch, and which also are colorfast. They said unanimously that the large amount of cloth now on the market dyed with colors that fade or run is bringing great dissatisfaction to farm families, as well as money loss. They agreed that work clothes for farm and home (both men's and women's), and all children's clothes, should be dyed with vat dyes or dyes of equivalent fastness, able to stand washing, sun and perspiration. They emphasized the importance of shrink-resistant finishes for all wash fabrics and garments.

#### Sizing and Design Criticized

The clothing specialists pointed out the difficulty of getting clothing properly sized to fit, particularly for women and children. They emphasized the need for better sizing standards.

Simple designs for children's clothes are greatly needed, they said.... clothes a child can put on and take off without help. Comfort, room for action and allowance for proper growth are essential.

#### Clothing Specialists Give Cooperation

These specialists, as Extension staff members of state agricultural colleges, work cooperatively with the department and county home demonstration agents in developing clothing programs to meet the needs of rural families. Their work is carried on through organized groups of homemakers and 4-H Clubs, as well as through press and radio.



1947'S COTTON QUEEN

Do you know about the "Maid of Cotton?" She's touring the country now, and very soon will fly to Paris, as King Cotton's goodwill and fashion ambassador, taking with her a message from our Secretary of Agriculture to the French Minister of Agriculture. As you all know, cotton is one of the leading American crops. The spinning of cotton cloth and the designing and manufacture of clothing made from it are among the most important of our industries. Therefore, we feel you'll be interested in a bit of background on the 1947 holder of this title.

This year's "Maid of Cotton" is 21-year-old Hilma Seay of Memphis, Tennessee. She's a graduate of Ward Belmont School and at the time of her selection, was a student of Southwestern College in Memphis. She was majoring in music there, and a member of Alpha Omicron Pi Sorority.

The "Maid of Cotton" is to visit Washington, D.C. on March 21 and 21, and on the 22nd will fly overseas for a two-week visit to Paris and the Riviera. She will call on Secretary of Agriculture Clinton P. Anderson while she's in the Nation's capital, and will take a letter from him to the French Minister of Agriculture. The Secretary's letter points out that France always has been one of our largest users of cotton...more than two-thirds of that country's cotton requirements come from the United States.

While in France, Miss Seay will show her American-designed cotton wardrobe to Parisian designers, and will add to it a gown designed for her by Madame Schiaparelli. This gown will be made from American cotton which already has been sent across the ocean.

The "Maid of Cotton" has been chosen every year since 1939, and is sponsored by the National Cotton Council, the Cotton Exchanges of New York, New Orleans and Memphis, and the Memphis Cotton Carnival Association. Any girl between the ages of 19 and 25, born in one of the 17 cotton states, is eligible. Quoting from the requirements: "The girls are judged for poise, personality, charm, family background, ability to meet people and to talk intelligently and cleverly to an audience. Appearance is important, but it is not a beauty contest..

The tour started on February 17th in Miami, Florida, and since that date the "Maid of Cotton" has visited Jacksonville, New Orleans, Houston, and Phoenix. This week's itinerary includes Los Angeles and Little Rock. On March 17, 18, and 19 she will be in Atlanta, and on the 20th and 21st in Washington, D.C. After her two weeks abroad, she will resume her American tour. The highlight of which will be the Cotton Carnival in Memphis, from May 13 to 18.

In case you're interested in watching for the arrival of the "Maid of Cotton" in your part of the country, here's the balance of her itinerary, according to present schedule: April 7, 8, 9, Philadelphia; 10, 11, 12, Boston; 14, 15, Buffalo; 16, 17, Cleveland; 18, 19, Pittsburg; 21, 22, Toledo, 23, 24, 25, Detroit; 26 to 29, Chicago; April 30, May 1, St. Paul; 2, 3, Des Moines; 5, 6, Omaha; 8, 9, 10, St. Louis; 13 to 18, Memphis; 19, 20, Birmingham; 21, 22, Nashville; 23, 24, Louisville; 26, 27, Cincinnati; 28, 29, Indianapolis.



PACIFIC MARKET PANORAMALos Angeles

BEST FRUIT BUYS.....Grapefruit and tangerines (reasonable), California apples (fairly low), packed Rome Beauty apples, limes (reasonable)

IN MODERATE SUPPLY.....Northwestern packed apples (fairly high), oranges (higher) lemons (slightly higher), avocados (rather high), bananas.

IN LIGHT SUPPLY.....Storage grapes (high), strawberries (high), pears, Hawaiian pineapples

BEST VEGETABLE BUYS.....Cabbage, cauliflower, bunched vegetables (reasonable), banana squash, lettuce (lower)

IN MODERATE SUPPLY.....Carrots (higher), broccoli (higher), sweet potatoes, peas (slightly higher), potatoes (slightly higher), onions

IN LIGHT SUPPLY.....Tomatoes (high), best celery (fairly high), hothouse cucumbers (high), asparagus (high), Bell peppers (high), white summer and crookneck squash (high), Italian squash

San Francisco

BEST FRUIT BUYS.....California apples; grapefruit (slightly lower)

IN MODERATE SUPPLY.....Small oranges, lemons

BEST VEGETABLE BUYS.....Artichokes (lower), cabbage (slightly lower), spinach (slightly lower), onions (slightly higher), potatoes (slightly higher)

IN MODERATE SUPPLY.....Asparagus, broccoli, cauliflower, lettuce, mushrooms, peas

IN LIGHT SUPPLY.....Peppers (high), squash (high), tomatoes (high)

Portland

BEST FRUIT BUYS.....Hewtown apples, grapefruit

IN MODERATE SUPPLY.....Lemons (higher), oranges (higher)

IN LIGHT SUPPLY.....Texas strawberries

BEST VEGETABLE BUYS.....Lettuce, cabbage (lower), parsnips, mustard greens, spinach, parsley

IN MODERATE SUPPLY.....Onions (higher), potatoes (higher), artichokes (lower), asparagus (lower)

IN LIGHT SUPPLY.....Zucchini squash, tomatoes (higher)

Seattle

BEST FRUIT BUYS.....Grapefruit (reasonable)

IN MODERATE SUPPLY.....Oranges, lemons, (higher)

IN LIGHT SUPPLY.....Texas strawberries

BEST VEGETABLE BUYS.....Lettuce (lower), cauliflower, squash

IN MODERATE SUPPLY.....Onions (higher), potatoes (higher)

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**Western Edition**

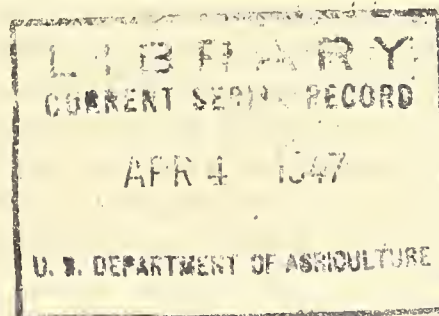


# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

March 21, 1947

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**U. S. Department of Agriculture  
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PAN AMERICAN DAY APRIL 14

In case it hasn't come to your attention yet, here's advance notice about Pan American Day, April 14th. You'll probably want to plan at least one program around this year's theme..."Cooperation -- Key-note of the Americas"...and it might well be the source of program material throughout the week of April 14th.

Pan American Union Created in 1890

As you probably know, this day was chosen because it's the date on which the Pan American Union was created in 1890. The governments of the 21 republics of the Western Hemisphere have issued proclamations and enacted legislation establishing April 14 as Pan American Day, to commemorate their sovereignty and their voluntary union in one continental community of nations.

It's observed throughout the continent by a display of the national flags and by colorful ceremonies. This is the only day set aside by the governments of an entire continent to symbolize their common bonds and their common hopes for a system of international relations based on mutual respect and cooperation. Pan American Day is observed by governments, educational institutions, cultural centers, clubs, commercial associations and civic groups, and through its recognition by radio and the press, conveys a message of solidarity to old and young throughout the Americas.

Pan American Agricultural Cooperation

Secretary of Agriculture Clinton P. Anderson, in calling this observance to the attention of heads of USDA agencies, said: "The Department has many activities which translate into action the spirit which lends Pan American Day its true significance. Agencies of the Department responsible for such activities will have opportunity to observe the occasion in a manner fitting to their functions, interest and character. Such observances are highly desirable. They reflect and accent the friendship and neighborly feeling which have long found practical expression in the Department's programs of international collaboration in agriculture."

Economic cooperation among the Americas is important to farm people. Of the 21 Republics, five are wholly or mainly in temperate zones .... Argentina, Chile, Paraguay, Uruguay, and the United States. The other 16 are largely tropical or semitropical. Thus, we produce some of the same farm products for sale in world markets. However, the Latin American countries produce many which we cannot grow in the United States, and which complement our own. Some of these, for instance, are

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coffee, cocoa, quinine, insecticides, flavorings, fibers, essential oils and rubber. Virtually every region of the United States participates in our trade with Latin America, and every Latin American country produces to some extent products which we buy. About one-tenth of our exports to Latin America, and about four-fifths of our imports from there, have usually been agricultural products.

#### Suggested Activities for Pan American Day

Women's program directors might arrange with USDA personnel in their area for talks on agriculture's part in Pan American friendship. Arrangements might be made for agricultural trainees from Latin America, now at work with various agencies throughout the country, to take part in radio programs sponsored by Extension service.

It's a good time for featuring Spanish and Mexican recipes and menus, and also for talking about the Latin American influence on our furnishings and clothing. And don't forget the rich field of Pan American culture and customs, songs and dances, as program material.

There are inter-American centers in certain parts of the country serviced by the Council for Inter-American Cooperation, which are in a position to assist with respect to speakers, printed materials, and other program aids. And of course the council itself, located at 57 William Street, New York City, stands ready to help.

#### SUGAR STAMP #53 EXPIRES SOON

The last day of March is the last day for using the current sugar stamp...it probably would be a good idea to remind your listeners of this. Spare Stamp #53, now good for 5 pounds of sugar, expires on March 31.

#### No Special Stamp for Canning

At the same time, tell your audience that Spare Stamp #11, which becomes valid on April 1, will be good for 10 pounds of sugar...double the amount of the present sugar stamp. This stamp will be good until September 30. It would be well to caution your listeners that no special stamps for canning sugar will be issued this year. The sugar obtained for household use must cover canning needs as well, so it's up to Mrs. Homemaker to make good use of it.

It's expected that another 10-pound sugar stamp will be made valid around July 1st, barring unpredictable disaster. Cuba and Puerto Rico are grinding large amounts of sugar cane...right now they're approaching the peak of the grinding season...and sugar is moving into the United States in large quantities to honor the new ration stamp.

### LETTUCE SUPPLY STORY

Iceberg lettuce is as plentiful on the market now as it will be until the late spring and summer crop of lettuce starts moving from California. In the late spring and summer, the irrigated sections of California, Washington and Oregon will supply most of the country's needs --with some additional offerings from local truck gardens.

The production of iceberg lettuce is highly specialized. One of the growing requirements is a cool climate...where the temperature never gets much above 80 degrees during the day and where the nights are cool. Lettuce matures very rapidly. In other words, the crop is at top quality for eating...firm heads and best flavor...only a few days. Because of this high perishability, lettuce is shipped in crushed ice and sped to market in refrigerator cars. Before shipment, of course, it has been carefully graded as to quality and uniformity of size...usually 4, 5, or 6 dozen heads are packed to the crate.

Prices now are reasonable at wholesale levels.

### RETURNS FROM RESEARCH

One of the most interesting branches of the U.S. Department of Agriculture, and a very important one, is the Agricultural Research Administration. The annual report of W. V. Lambert, Agricultural Research Administrator, made to Secretary Anderson this week, contains a number of items we think will interest women broadcasters. This report points out that the United States realizes a huge financial return from the investment in agricultural research each year. Although a great deal of this can be estimated in dollars, some has to be considered in the nature of insurance against large losses from insects and diseases of crops and livestock.

#### Penicillin

We've included stories in Radio Round-Up from time to time telling of important discoveries in the field of medicine which have resulted from agricultural research. One of the most worth-while jobs ever done by the Department, according to Dr. Lambert, was finding out how to speed up production of penicillin. You'll probably remember that this work was done at one of USDA's regional research laboratories, whose job is finding new uses for farm products. The research which made large-scale production of penicillin possible during the war cost

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the taxpayers approximately \$100,000. As for the drug itself, the only way to measure its value is in the thousands of lives it saved during the war. However, on the statistical side, less than 2 million dollars' worth of agricultural by-products are used each year in the production of penicillin worth 100 million dollars.

#### Phenothiazine

There's another drug, phenothiazine, which USDA research has found remarkably effective in removing many kinds of internal parasite of livestock. The cost of this discovery was about \$10,000, but its value is estimated at 10 million dollars annually.

#### DDT

Then, there's the much-talked-about insecticide DDT, developed by USDA scientists. It not only controls insects which carry diseases to man, but is of great value in controlling certain insects which affect livestock. DDT in this use already is saving an estimated 10 million dollars a year to owners of beef and dairy cattle, and the returns should increase greatly as the use of this insecticide becomes more general.

#### Livestock Improvement

And speaking of animals...research also has brought about many improvements in livestock. For example, the production of butterfat by one million cows in dairy-herd-improvement associations has been increased from an average of 215 pounds a year per cow, to an average of 339 pounds a year. This increase has added more than 6 million dollars a year to the income of members of these associations.

Another example of productive research by USDA's Agricultural Research Administration is the work done on control of hog cholera. The pioneer work cost about \$50,000, but the returns for a period of nearly 40 years have been at the rate of 10 to 15 million dollars a year.

#### Grain Research

Hybrid corn research, over a period of 30 years, has cost the Federal Government about 5 million dollars and the states about the same. From this investment of 10 million, the nation last year collected a dividend of at least three-fourths of a billion dollars.

Wheat, oats, and other cereal crops also have been greatly improved by research. Mr. Lambert's report estimates that research on small grains is responsible for adding half a billion dollars to the national wealth each year.



UNRRA FOOD FOUGHT FAMINE

Women broadcasters who are nutrition specialists will be specially interested in the comments of Dr. Arnold P. Meiklejohn, Senior Consultant in nutrition in the UNRRA European Regional Office, who spoke in Washington this week. Dr. Meiklejohn has worked for 18 months in Greece, Yugoslavia, Italy, Austria, Hungary, Czechoslovakia, and in the DP camps in Germany. He stated that UNRRA food has averted three major famines in Europe.... in Greece, Yugoslavia and Austria. Also, he declared that avoidance of these famines has helped to keep Europe free of epidemic diseases of the kind that raged after World War I. Nutritional diseases such as pellagra and scurvy are not now present to any important extent, he said.

The only important deficiency disease in Europe today is rickets among young children, for which cod liver oil is needed, Dr. Meiklejohn pointed out. Some riboflavin and vitamin A deficiency exists among children too, caused primarily by the lack of milk products.

Stunted Growth Result of Underfeeding

However, although this UNRRA food has staved off starvation, there hasn't been enough to prevent underfeeding, and according to the doctor, this is resulting in debilitated and demoralized populations. With UNRRA food shipments drawing to a close, the people of these countries face the problem of getting enough calories. He warned that this underfeeding is having a serious effect on the development of children, particularly those of school age. He mentioned as an example the fact that in the area around Athens, boys of 14 are now three inches shorter in height, on an average, than boys of the same age in the same schools four years ago. There is similar evidence of defective growth in Vienna, Prague, and Warsaw.

Tuberculosis Most Serious European Disease

Dr. Meiklejohn said that tuberculosis is now the most severe infectious disease in Europe...at least twice the pre-war level. Underfeeding has played a large part in this increase. The general lowering in health also is reflected by a marked increase in infant mortality this now well above pre-war levels.

In concluding his comments, Dr. Meiklejohn said: "What UNRRA has achieved and the disasters it has prevented through its food shipments point up the need of continued aid to the hungry peoples of Europe."

## SUPER SPRING FLOWERS

Since this issue of Radio Round-Up coincides with the first day of spring, it seems a good time to give you some information about two new varieties of flowers now being developed by USDA plant scientists, even though they won't be available to the public for at least 2 or three years.

### Colossal Lilies and Snapdragons on Exhibit

As many of you know, there are several flower shows going on right now in different parts of the country. There's the International Flower Show in New York City, the National Flower Show in Chicago, also shows in Philadelphia, Boston and Detroit. You may already have scheduled program material about these, or about smaller local affairs. We feel sure you'll be interested in some news about the Easter lilies and snapdragons on exhibition at the New York Show. Both flowers are about twice as big as normal size. Some of the lilies are really giants, with flowers 10 to 12 inches long, measuring 6 to 7 inches across the open trumpet. The petals are beautifully firm and waxy...so thick they can stand a lot of rough handling.

As for the colossal snapdragons...they're bigger and more showy than any you've ever seen, and the colors are unusually handsome. There are 12 colors, five bright red, three pink, one purple, one lavender, one apricot and one white.

### The Scientific Background

These king-size Easter lilies and snapdragons are called tetraploids, and USDA plant breeders developed them by the use of the drug called colchicine. This causes a doubling the number of chromosomes in the plant cells, and a resultant increase in the size and robustness of the blossoms.

Incidentally, colchicine itself is a plant extract obtained from the fall-blooming crocus. It's rather scarce, and is poisonous to man, but in just the right dosage, it can alter the number of chromosomes in plants. These are the microscopic bodies carrying the hereditary materials which control the size, color, period of blooming, and other characteristics of plants.

If you use this information, please make it clear to your listeners that these plants are not yet ready for distribution. When they are, commercial growers will receive them and they'll eventually be on the market.

# PACIFIC MARKET PANORAMA

Seattle

BEST FRUIT BUYS.....Grapefruit (reasonable)  
IN MODERATE SUPPLY....Lemons and oranges (high)  
IN LIGHT SUPPLY.....Apples  
BEST VEGETABLE BUYS...Lettuce, homegrown spinach and mustard greens.  
IN MODERATE SUPPLY....Potatoes (higher)

Portland

BEST FRUIT BUYS.....Grapefruit  
IN MODERATE SUPPLY....Citrus fruits, apples (higher)  
IN LIGHT SUPPLY.....Strawberries (high), pears  
BEST VEGETABLE BUYS...Lettuce, cauliflower, cabbage, No.2 grade potatoes  
(reasonable), root vegetables (moderately priced),  
spinach (reasonable)  
IN MODERATE SUPPLY....Onions, potatoes, peppers (high), green onions (lower)  
IN LIGHT SUPPLY.....Local rhubarb, radishes, hothouse cucumbers

San Francisco

BEST FRUIT BUYS.....California Newtown apples, grapefruit  
BEST VEGETABLE BUYS...Artichokes, cabbage, and spinach (all slightly lower)  
IN MODERATE SUPPLY....Asparagus (lower), mushrooms (lower), onions (higher),  
                                potatoes (higher), lettuce (higher), Italian squash (lower)  
IN LIGHT SUPPLY.....Tomatoes (high)

## Los Angeles

BEST FRUIT BUYS.....California apples (reasonable), grapefruit  
IN MODERATE SUPPLY....Oranges (high), lemons, bananas (slightly lower), limes  
(slightly higher), avocados (fairly high), tangerines  
(fairly reasonable)  
IN LIGHT SUPPLY.....Northwestern apples (fairly high), storage grapes (high),  
pineapples (high), pears, strawberries (high), kumquats,  
loquats, cherimoyas  
BEST VEGETABLE BUYS,..Bunched vegetables such as mustard greens, spinach,  
turnips, chard and radishes (fairly low), carrots  
(slightly lower), peas (reasonable), banana squash,  
lettuce (reasonable)  
IN MODERATE SUPPLY....Asparagus (fairly high), cabbage (higher), cauliflower  
(reasonable), potatoes (higher), yellow onions (higher),  
rutabagas (higher), sweet potatoes  
IN LIGHT SUPPLY.....Tomatoes (high), hothouse cucumbers (high), Bell peppers  
(high), white summer and Italian squash (high), good  
celery (high)



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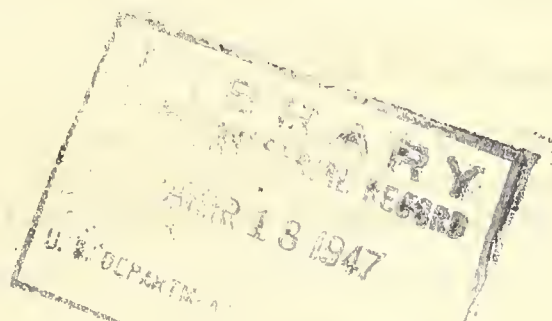
**Western Edition**

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

March 28, 1947

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Radio Service

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## EASTER AND EGGS

With Easter so close at hand, you'll doubtless be talking about Easter festivities during the next week. Here are some ideas you may find helpful as program material.

### Tradition of Eggs for Easter

Eggs as a symbol of Easter go back before Christianity. Ancient Egyptians and Persians, as well as the Greeks and Romans, are said to have used colored eggs in their Spring festivals as symbols of new life.

### Egg Rolling

...In many parts of the country, before the war, an egg rolling ceremony took place during the Easter season. This was based on an old European folk custom, part of a Spring ceremony. When Europe became Christian, the coloring and rolling of eggs were associated with Easter. As you know, Easter egg rolling activities were discontinued during wartime, to avoid any possible waste of valuable food. And you've doubtless heard that they've decided at the White House not to resume the ceremony this year. Mrs. Truman feels it isn't right to encourage any custom which might result in food waste, while certain parts of the world are still so terribly short of food.

### Dye Your Eggs and Eat Them Too

Since decorated Easter eggs have such a strong appeal to the youngsters, however, most families probably will have at least a bowlful for table ornamentation. When you're talking about this, suggest that care be taken not to waste any of these eggs. Also, remind your listeners that eggs are a perishable food, even after they've been cooked, and shouldn't be kept out of the ice box too long. As soon as Easter Sunday is past, it's well to use up these decorated eggs promptly. There are many ways of incorporating hard-cooked eggs in meals...creamed eggs, Eggs a la Goldenrod, in a molded vegetable salad, as deviled eggs, and so forth.

### Gelatine Easter Eggs

This is an interesting variation of the Easter egg which you may like to suggest to your listeners. Colorful and delicious Easter eggs of gelatine makes an attractive salad for Easter meals. Here's how:

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Make a little hole in one end of an egg and drain the contents out into a bowl...there'll be plenty of use for the eggs of course, in omelets, scrambled eggs, etc. Rinse out the shell with cold water and drain, so that you have a nice clean mold into which a gelatine mixture can be poured. It's a good idea to stand these in the egg carton, so that the contents won't spill. After the gelatine has hardened, the shells can be peeled off...and there are your gelatine Easter eggs.

As for color...use vegetable coloring to tint the eggs different shades. And for variation in flavor, you can add finely chopped vegetables, meat or chicken to the gelatine mixture if you like....anything that goes well in a gelatine salad. Remember, though, anything added to the gelatine will have to be thoroughly minced so that it will go through the hole into the egg shell.

To serve the gelatine Easter eggs, arrange them artistically on lettuce...or perhaps in a nest of potato salad. The colored eggs against the creamy potatoes will make mouths water!

#### HOW TO BOIL AN EGG

The business of boiling an egg properly is very simple, but a surprising number of people don't do it the right way. The food specialists of USDA use the term "hard-cooked" instead of boiled, for the reason that they shouldn't be boiled. The proper way is to cover the eggs completely with cold water and bring gradually to the simmering point...which is just below boiling. Then just let them simmer 25 to 30 minutes.

#### Don't Rush Eggs!

They point out that the first and fundamental rule, whether eggs are being cooked in water, frying pan or oven, is to cook them with low to moderate, even heat. Like all protein foods, eggs cooked at too high a heat get tough and leathery.

For soft-cooked eggs, there are two methods of preparation. One is just to simmer from 3 to 5 minutes. The other is to bring the water to a boil, put the eggs in carefully, and take the pan off the stove at once. Cover the pan to hold the steam in, and let the eggs cook in the hot water 5 to 8 minutes.



### EASTER EATABLES

The Easter dinner menu could very well feature turkey this year since it is plentiful, while the traditional food for this day, leg of lamb or the handsome pink ham so many people like, is scarce and prices are apt to be higher.

As for the vegetable and salad courses, there's a fairly good choice: tender new asparagus from California, broccoli, beets, cauliflower, cabbage, lettuce, carrots, onions, potatoes and spinach.

Processed foods, especially canned fruits, are much more plentiful than they were last year. This is true of frozen foods too.

As you know, there are plenty of eggs to feature at Easter breakfast, or to use in cooking. And with the new sugar stamp coming due on April 1st, many homemakers probably will feel they can spare a bit of extra sweetening for some festive dessert for Easter Sunday dinner.

### NOTE TO BROADCASTERS

#### 1947 FOREST FIRE PREVENTION PROGRAM

The 1947 Cooperative Forest Fire Prevention program gets under way during the first week of April. USDA's Forest Service asks women broadcasters to make mention of this campaign whenever possible. A series of network allocations for that week already has been arranged, and you'll probably want to tie in with local information about forest fire dangers.

There are two slogans for the 1947 program: "Burned Timber Builds No Homes," and "Remember, Only You Can Prevent Forest Fires." This year is expected to bring greater danger than ever, because of increased use of the forests by campers, fishermen, hunters and hikers. And, as you know, there's an urgent need for timber for building and repairing homes, for pulpwood for paper and plastics, for millions of railroad crossties and poles for power and phone services.

You can get more information from your local state or Federal forestry agencies...possibly can secure guest speakers for your program. Also, your local Red Cross Chapter may be able to help you, since the Red Cross actively cooperates in the fire prevention program.

We'll give you more information about the 1947 CFFP program in next week's issue of Radio Round-Up.

### SPRING FOR MAPLE SIRUP

The maple sugar run is underway in our eastern and northern states and in Canada. It appears also that the 1947 maple sugar harvest will be larger than for the past two years. However, since an average harvest in this country only yields around 2 1/2 million gallons of sirup (and yields the past two years have been less than half of that), you can see how limited supplies of this sweet are.

Maple products...sugar and sirup...are native American sweets. In only a small area of the North American continent (the New England States, New York, Pennsylvania, Maryland, Ohio and Wisconsin) and in neighboring Southeastern Canada, is maple sap gathered on a commercial scale. Vermont and New York are the largest producing states in our country.

The collection of the sap is not a major farm job. Rather it's an early spring task on a number of farms that brings some profit during the slack season of the year, and a chance for neighbors to get together. In fact, the gathering and boiling of maple sap in many localities calls for special festivities.

#### How Maple Sirup is Made

Weather gives the "go sign" for tapping the trees. Freezing nights and thawing days produce the best sap runs. When conditions are just right, the trees are tapped. A farmer bores a 7/16th inch hole at a convenient height in the tree trunk. Into the hole goes a galvanized spout. This spout has a hook on it which holds the sap bucket. The sap buckets are taken from the trees and emptied into carrying pails or directly into a gathering tank, according to the volume of the run. The gathering tank is usually atop a horse-drawn sledge, as the snow may still be deep on the ground.

As fast as the load is gathered it is drawn to the sugar house. When enough sap has been collected, the boiling starts. Maple sap is about 95 to 97 percent water, and this water must be evaporated to get maple sirup or sugar. The sap, therefore, is run from the storage tank in the sugar house into a series of evaporating pans, under which a roaring fire is built.

When does the sap become sirup? It's a matter of temperature. Fresh sap, since it's nearly all water, boils at about 212 degrees Fahrenheit...varying a little with the altitude. When it thickens and approaches the proper sirup consistency, its boiling point rises. Seven degrees above the boiling point of water is the proper temperature for drawing sirup out of the evaporator. The hot sirup may be filtered through a felt strainer to remove any sirup sediment, and then poured into cans at the proper temperature. To make maple sugar, the sirup is boiled down still further.

### SPRING CLEAN-UP WEEK

Has the date been set for spring clean-up week in your locality? No national date is proclaimed, because of the varying weather conditions in different parts of the country. However, it usually starts during March in the South, and concludes in late May in the North.

Spring clean-up week is sponsored by the National Fire Protection Association, with the cooperation of the U.S. Department of Agriculture. Its purpose is to remove fire, accident, and health hazards around the home, with particular stress on the farm home. Household-ers in towns and cities would do well to take part in this activity, however. Some states and counties proclaim a definite date for observing this week, but whether that's done in your area or not, you may want to devote some program time to it, as a public service.

#### Some Startling Statistics

The following figures about farm fire and accident losses will be of special interest to broadcasters whose programs are heard by rural audiences. Approximately 18,000 farm people are killed in accidents on the farm each year; about a million and a half others are injured in such accidents. Farm fires destroy about 90 million dollars worth of farm property a year, and take an average of 10 lives daily. Spring clean-up week can help to reduce these figures.

#### Some Specific Suggestions

Here are a few suggestions you might make to women listeners about specific clean-up ideas in and around the home:

1. Yards and all areas surrounding the house should be free of broken glass, barbed wire, nail-studded boards and other dangerous litter.
2. Oil or paint-soaked rags or waste should be kept only in covered metal cans.
3. Closets, basement and attic should be kept free from loose or piled paper, or other material that's a fire hazard.
4. All steps, porches and stairways should be in good repair, adequately lighted, and clear of rubbish. In some instances, mother can remove these hazards herself...or she can certainly keep after the men of the family to see that this is done.

During spring clean-up week it's also a good idea to make a careful check of flues, chimneys and stove pipes...of electric wiring... of the sanitary condition of springs, wells and cisterns, and of the water supply. Safe storage should be provided for kindling and other fuel, also for gasoline and kerosene supplies...the latter two at least 100 feet from major farm buildings.

Spring clean-up week is likely to be a job for the whole family.... but mother's the one who'll probably get everybody started on it.



GARDEN SEED SUGGESTIONS

Maybe you've started talking about home gardens...they're already under way in some parts of the country, and certainly it isn't too early to be making plans everywhere. During the next few weeks, we're going to include in Radio Round-Up information from USDA's garden specialists, prepared especially for use in the National Garden program. You may like to pass this along to your listeners.

Let's consider seeds first, and the question of whether it pays to plant home-grown vegetable seeds. The answer is generally no, because this is not likely to be as pure a strain as the seed one buys. The reason is that cross pollination in some vegetables will cause the varieties to be mixed. This is likely to occur unless the garden contains only one variety of each vegetable, and is separated by at least a quarter of a mile from other gardens or seed producing fields.

Then there's the possibility that seed from last year's garden may carry disease to infect the new crop. Seed-borne diseases may occur in cabbage, cauliflower, Brussels sprouts, broccoli, collards, kale, kohlrabi, mustard, radishes, turnips, beans, peas, cucumbers, muskmelons, watermelons, tomatoes, peppers, eggplant, celery and carrots.

Another factor is this: For good germination, most seeds need to ripen during sunny weather or be dried quickly when removed from the fruit, and then stored in a dry, cool, insect and rodent proof place. Few homes have facilities for properly drying and storing seed. Also...certain vegetables such as beets, chard, Brussels sprouts, cabbage, carrots, kale, onions, parsley and turnips, require storage of the plants or roots over winter to produce seed. The home gardener rarely is able to do this successfully.

In view of all this, and because the home gardener needs only small amounts of seed, the specialists advise buying garden seed fresh each year.

Dust Treatment for Seeds: While we're speaking of seeds, here's another suggestion from USDA's garden specialists. Attacks of fungi or molds sometimes cause seeds to decay, or young seedlings to die before they emerge from the soil. This trouble is known as damping-off, and there is a means by which it generally can be avoided. Dusting the seeds with a chemical compound sold for this purpose usually will do the trick. The names of some of these compounds are Arasan, Spergon, Cuprocide and Semesan, and they can be used safely on most vegetables and flower seed. Cuprocide, however, should not be used to treat seeds of cabbage, broccoli and related crops, nor on lima beans.

The manufacturer's directions should be followed exactly, according to the garden specialists. Use a jar or other airtight container that will be not over half full when the seeds are in it. Add the proper amount of dust, close the container tightly, and shake and turn it for 1 to 2 minutes. Screen off the extra dust, and the seeds are ready to plant. You can treat small packets of seeds by opening one corner of the envelope, adding as much dust as you can lift on the point of a penknife blade, closing the packet and shaking it well. Here's a caution though...never inhale any of the dust, and don't let it remain on the skin. Wash it off at once with soap and water.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Grapefruit (reasonable), Pippin apples (reasonable),  
loose pack oranges (reasonable), tangerines (fairly  
reasonable)  
IN MODERATE SUPPLY.....Avocados (fairly high), lemons, bananas  
IN LIGHT SUPPLY.....Northwestern apples (high), large oranges (high), pears,  
strawberries (high), storage grapes, kumquats, loquats,  
pineapples (high)  
BEST VEGETABLE BUYS.....Cabbage and carrots (reasonable), banana squash  
IN MODERATE SUPPLY.....Bunched vegetables, asparagus (fairly high), broccoli  
(fairly high), best grade celery (fairly high), lettuce,  
onions, potatoes, peas, Italian squash (lower), sweet  
potatoes  
IN LIGHT SUPPLY.....Tomatoes (high), hothouse cucumbers (high), white  
summer squash (high), mushrooms (high), garlic (high)

San Francisco

BEST FRUIT BUYS.....California Newtown apples, grapefruit, small oranges  
BEST VEGETABLE BUYS.....Artichokes (relatively low priced), asparagus (lower),  
cabbage (quite low), spinach  
IN MODERATE SUPPLY.....Carrots (lower), rhubarb (rather low), onions (higher),  
potatoes (higher)

Portland

BEST FRUIT BUYS.....Grapefruit  
IN MODERATE SUPPLY.....Lemons  
IN LIGHT SUPPLY.....Oranges (high), avocados, apples  
BEST VEGETABLE BUYS.....Spinach, lettuce, cauliflower  
IN MODERATE SUPPLY.....Potatoes, rhubarb, asparagus  
IN LIGHT SUPPLY.....Cabbage, artichokes, celery, tomatoes

Seattle

BEST FRUIT BUYS.....Grapefruit  
IN MODERATE SUPPLY.....Lemons (lower)  
IN LIGHT SUPPLY.....Strawberries (high), oranges (high), apples (high)  
BEST VEGETABLE BUYS.....Lettuce, cauliflower  
IN MODERATE SUPPLY.....Asparagus (lower), locally-grown cucumbers, green onions,  
leaf lettuce, mustard greens, spinach, rhubarb, potatoes  
IN LIGHT SUPPLY.....Tomatoes, broccoli and cabbage (all high)